Product Vision

Goal: helps students navigate their undergraduate journey to optimize their chances of successful admission into graduate school. The product will provide guides on purising academic goals and career goals, using the integrated academic support system directly from sources from the school such as advisors, professors, ta's, and comments from current students. We hope to offer the cleanest Ui and ease of use experience than any other similar site and integration with UNCC systems.

Stakeholders
- UNCC staff meant to help maintain site accuracy and maintenance.
  - Faculty: Offer Feedback on courses along with useful information
  - Students: Interested in higher education and possible options
  - Employers: Benefit from better equipped graduates

Problems/Questions

User Personas
- Jordan Lee
  - Age 19
  - Freshman at UNCC
  - Grew up in Charlotte NC, passionate about science and find new ways to create sustainable materials. Family values higher education, familiar with educational apps and uses social media for education information and for networking. Jordan hopes for research opportunities in environmental science.
- Sophia Smitch
  - Age 20
  - Junior at UNCC
  - Business Administration
  - Transferred from a out of state community college, works a part time job. Current goal is to enter graduate school in order to gain further education in business while hoping to gain an internship opportunity. Currently struggling with deadlines for class and focusing on school.
- Ava Jones
  - Age 22
  - Recent graduate at UNCC
  - Majored in Sociology
  - Actively involved in campus events and organizations. Completed several internships for non profit organizations as well as being a part of a large research group at school. Considering graduate school programs in social work and wants

guidance on application process and information about courses from current students

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Journey Map

- Students and prospects find out through school recommendations and social media
- Visitors go to the site and gain personailzed planning tools
- Site visitors create accounts and onboard to future classes using built-in tools to communicate with advisors
- Students find courses based on other students feedback and built-in recommendation tools
- Students regularly check GPAs using tracking and gain help managing workloads and finding helpful resources related to classes.

HMW Notes

- How to process tracking GPA and academic requirements
- How will staff be able to reach out to students using the site
- What is the best way to use information given to get class recommendations
- Can we integrate peer networking to assist with gaining insight with current students

Feedback from students - crowdsourcing
Rate my grad program esc