Ideation Phase

Empathize & Discover

Date	15 March 2023
Team ID	NM2023TMID125369
Project Name	Intelligent admission: The future university decision
Maximum Marks	5 Marks

Ideation phase:

- Objectives: Define the main objectives of the Intelligent admission system. For example, it could be to increase the efficiency of the admission process, reduce bias, improve diversity and inclusion, or enhance the quality of the admitted students.
- Data sources: Identify the relevant data sources that could be used to inform the Intelligent admission system. This may include academic performance, test scores, extracurricular activities, personal essays, and demographic information.
- Algorithm development: Develop the algorithm for the Intelligent admission system, taking into account the objectives and data sources identified. This algorithm should be designed to analyze and interpret data in a way that enables fair and equitable decisions.
- Ethical considerations: Consider the potential ethical implications of the Intelligent admission system, such as privacy concerns, potential biases, and fairness. Develop a framework for addressing these ethical concerns

and ensuring that the system operates with transparency and accountability.

- Testing and evaluation: Conduct rigorous testing and evaluation of the Intelligent admission system to ensure that it is effective, efficient, and meets the defined objectives. This may involve conducting pilot studies and collecting feedback from stakeholders.

Empathy map:

- What do they see? The admissions officer sees a large volume of applications coming in from various sources, including high schools, transfer students, and international applicants. They also see data related to each applicant's academic performance, test scores, extracurricular activities, and personal statements.
- What do they hear? The admissions officer hears from colleagues, university leadership, and other stakeholders who have a vested interest in the admissions process. They also hear feedback from applicants who have questions or concerns about the process.
- What do they say and do? The admissions officer uses their expertise to evaluate each application, weighing factors such as academic performance, test scores, and extracurricular activities. They also communicate with colleagues and applicants to provide updates and answer questions.
- What do they think and feel? The admissions officer may feel pressure to admit the best possible candidates while also balancing other considerations such as diversity and inclusion. They may also feel overwhelmed by the sheer volume of applications and the need to make timely decisions.

- What are their pain points and challenges? The admissions officer may struggle with identifying and mitigating biases in the admissions process. They may also feel constrained by limited resources or lack of access to data that could inform their decisions.

Discover:

- Conducting a literature review: Research the existing literature on Intelligent admission, including academic papers, industry reports, and case studies. This can help you understand the current state of the field, identify key challenges and opportunities, and learn from best practices.
- Analyzing existing data: Analyze existing data from previous admission cycles to identify patterns and trends in admissions decisions. This can help identify potential areas where an Intelligent admission system could improve the admissions process.
- Conducting user research: Conduct interviews or surveys with various stakeholders involved in the admissions process, including admissions officers, faculty members, current students, and alumni. This can help you understand their perspectives, identify pain points and challenges, and uncover opportunities for improvement.
- Identifying potential technology solutions: Research potential technologies that could be used to develop an Intelligent admission system, such as artificial intelligence, machine learning, natural language processing, or data analytics. Identify their strengths and limitations, and assess their potential impact on the admissions process.
- Building prototypes: Develop prototypes of potential Intelligent admission systems, and test them with stakeholders to gather feedback and refine

the design. This can help you identify potential issues early in the development process, and ensure that the system meets the needs of stakeholders.

- Piloting the system: Implement a pilot program to test the Intelligent admission system in a real-world setting. This can help identify any issues that were not uncovered during the prototype stage, and allow for further refinement of the system before full implementation.

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we magine them saying?

Training the model in multipe algorithm.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Training folder contains a model training file.

Give them a name and a portrait to empathize with your persona.

Testing model with multiple evoluvation metrics.

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?