# ProfLens AUC Proposal

By: Youssef Elmahdy – 900212370, Mariam Shoukry - 900221804, Youssef Anan - 900211132

## One-Page Summary

ProfLens AUC is a dedicated web-based platform created to centralize and streamline professor and course feedback within The American University in Cairo (AUC). Unlike existing informal channels—most notably the Facebook group Rate AUC Professors, as well as WhatsApp groups, Instagram stories, and personal word-of-mouth—ProfLens AUC offers a structured, unbiased, and accessible system through which students can evaluate their academic experiences. While these informal platforms are popular, they are often disorganized, lack verification, and make it difficult for students to find consistent or reliable information. ProfLens AUC addresses these limitations by providing a more dependable and academically oriented alternative designed specifically for the AUC community.

ProfLens AUC provides a unified destination where students can anonymously submit ratings and written reviews about professors, teaching assistants, and courses using standardized criteria. These criteria include clarity of teaching, helpfulness, engagement, grading fairness, workload level, communication effectiveness, and overall course experience. The platform aggregates these scores to create clear, meaningful summaries that help other students quickly understand the strengths and weaknesses of each professor or course offering. Search and filtering tools allow students to look up professors by name, department, course code, difficulty level, or rating score, making the platform highly practical during registration periods.

The platform primarily serves AUC undergraduate and graduate students who want reliable academic guidance, but it also benefits faculty and administrative units. Professors and teaching assistants can use the feedback to identify areas for instructional improvement, while academic departments can analyze patterns over time to better understand student challenges, course performance, and overall satisfaction levels. This creates a constructive dialogue between students and faculty, ultimately improving teaching strategies, course design, and the broader academic environment.

A key advantage of ProfLens AUC is its AUC-specific ecosystem. Because the platform is limited to verified AUC community members (e.g., via @aucegypt.edu emails), reviews are authentic and relevant. This exclusivity helps build trust and reduces the noise, misinformation, and duplicate profiles commonly found on social media platforms. Moreover, the standardized evaluation system ensures fairness and consistency across all reviews, allowing students to compare professors and courses objectively rather than relying on scattered, unmoderated comments.

By centralizing student voices and offering data-driven insights, ProfLens AUC aims to strengthen academic transparency, empower students in their academic planning, and promote continuous improvement in teaching quality. The platform not only enhances the student experience but also supports the university's commitment to excellence in education. Ultimately, ProfLens AUC aspires to become a dependable and integral tool within the AUC academic ecosystem—one that aligns with the university's values of transparency, growth,

and student empowerment.

## Business Model Canvas

### Value Proposition

- Centralized AUC-specific platform for professor and course reviews.
- Provides anonymous, structured feedback to support academic decision-making.
- Reduces dependency on informal and unreliable communication channels.
- Aggregated review data helps students compare professors effectively.

### Customer Segments

- AUC undergraduate and graduate students.
- AUC professors and teaching assistants.
- Academic departments and quality assurance units.

### Channels

- Web application (mobile and desktop).
- AUC student groups on WhatsApp, Facebook, Instagram.
- Campus email lists and official AUC platforms.
- Student clubs and student union collaborations.

### Customer Relationships

- Self-service platform for posting and reading reviews.
- Community-driven engagement: reporting, feedback, and review validation.
- Support via in-platform help and FAQs.
- Anonymous and privacy-focused experience.

### Revenue Streams

- University support or sponsorship (if officially adopted).
- Optional analytics dashboards for academic departments.
- Non-intrusive sponsored academic content.
- *Note: For course purposes, the platform is non-commercial.*

## Key Resources

- Web development team and technology stack.

- Database of professors and courses.

- Cloud hosting infrastructure.

- AUC community access for authentic engagement.

## Key Activities

- Developing platform features and maintaining the system.

- Managing user authentication using AUC email integration.

- Review moderation and quality control.

- Continuous improvement based on user feedback.

## Key Partnerships

- AUC academic departments and IT services.

- AUC Student Union and student clubs.

- Cloud hosting provider.

- Possible collaboration with AUC's Center for Learning and Teaching.

## Cost Structure

- Platform development and ongoing maintenance.

- Hosting and database storage costs.

- Moderation and administrative overhead.

- Optional design, analytics, and logging tool expenses.