

IDEATION & BRAINSTORMING

Team: AK-47

Problem:

Students struggle to meet the necessary requirements to succeed during and after their school experience; creating a network of “guesses” between higher education and students.

Opportunity Areas

- How can we produce a single touch point where students can get all the information they need?
- How can we ensure that all students know about different degree options available to them?
- Students place high trust and confidence in family and friends. How might we create a resource as informal and accessible as family and friends that we can ensure delivers correct information?



“Family and friends are valuable for their anecdotal experience, but ‘professional’ resources are more valuable for most questions posed by students.”

- Dallen H.



“When expressing their concerns about the confusion and lack of information most of the students we interviewed wished that there was a central place that they could go for all of their campus questions”

- Andy S.