# SAM

Your Study Abroad Mentor

Buka Enkhjargal
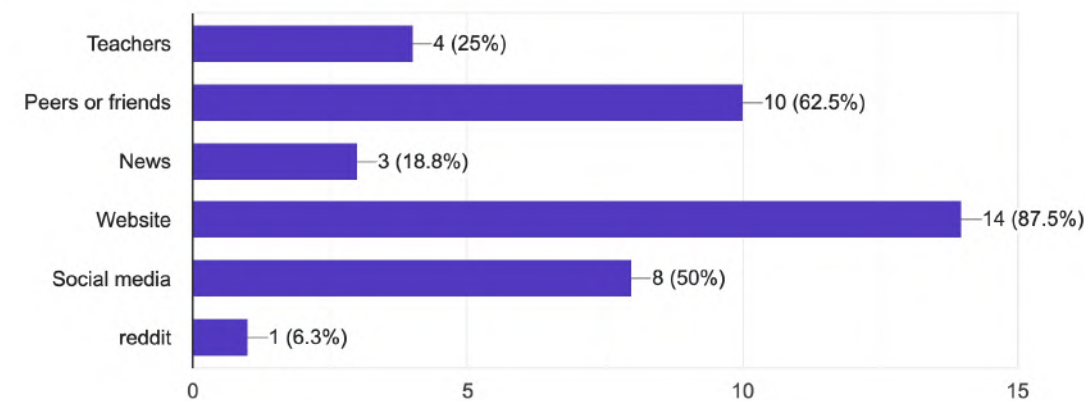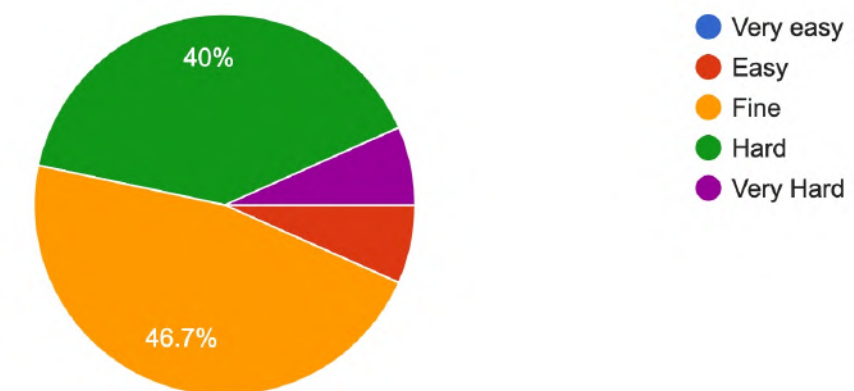
# Research Analysis – Survey

Where do you mostly find information about study abroad opportunities and scholarships? (please select all that apply)
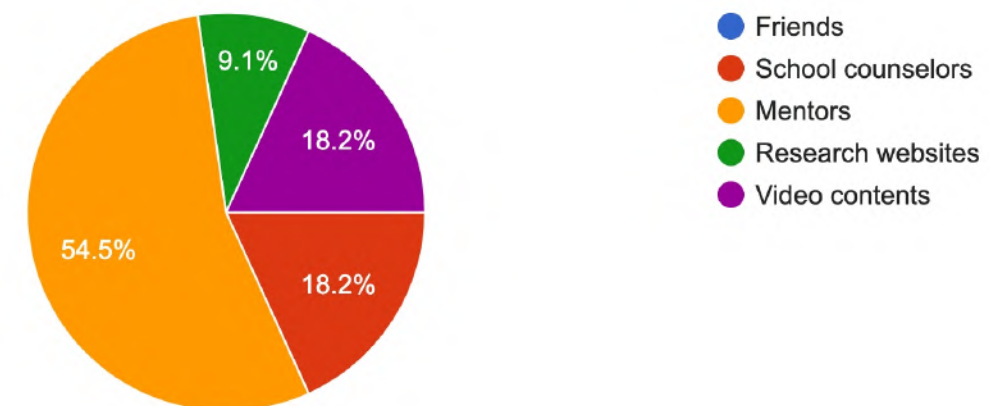
16 responses

| Source | Responses |
|--------|-----------|
| Teachers | 4 (25%) |
| Peers or friends | 10 (62.5%) |
| News | 3 (18.8%) |
| Website | 14 (87.5%) |
| Social media | 8 (50%) |
| reddit | 1 (6.3%) |

How do you feel about doing a research on study abroad opportunities and scholarship on the internet?

15 responses

- Very easy
- Easy
- Fine — 46.7%
- Hard — 40%
- Very Hard

What would be the most convenient resource in your study abroad journey?

11 responses

- Friends
- School counselors — 18.2%
- Mentors — 54.5%
- Research websites — 9.1%
- Video contents — 18.2%

Study Abroad Resources - Survey Result

# Research Analysis – Interview

1. All agreed the public schools offer almost no resource for studying abroad, so that students need to go to academies after school which is quite expensive to most families
2. Students agreed there are enough information about studying abroad on the internet. Students use all different sources to get information about studying abroad opportunities and scholarship
   a. These information is very limited to international students and scarce to be found in their native language
   b. It takes a lot of time to go back and forth checking different sources to collect enough information for studying abroad
   c. **It is hard to find the specific answer to a question the student has**
3. They all mentioned having a mentor or a counselor is very helpful in the application process
   a. **Most schools don't have school counselors**
   b. It is hard to find a good mentor
4. In the process, they lack of motivation sometimes. Common ways to keep motivation:
   a. **A community and peers with the same goal of studying abroad**
   b. **A mentor or a counselor who can give one-to-one attention and encouragement**
   c. **Stories and insights of people who are studying abroad**

Pitch

# "It would be helpful if there were a platform/community to find peers alongside mentors"

— Mendbayar, High school student in Mongolia

?

# Problem Statement

The main problem **high school students** face is finding a good sources of **information about studying abroad and lack of support** in the application process. Today, their best option is to reach out to current college students, but of course, it is not so easy to find these people who are willing or qualified to advice them. This is especially true if you're a shy person to ask for help.

**If only it was easier for those students to get access to help, it could maximize their opportunity for studying abroad. Also, having more useful information specific for international students and success stories would be particularly insightful and helpful for them.**

# Current State Journey Map

| TIMEFRAME | Research | Preparation | Application process | Writing essay |
|---|---|---|---|---|
| **ACTIVITIES** | Learning about study abroad opportunities and scholarships | Learning the language, taking required tests | Ask for help from those who are familiar with the application process | Read other successful essays |
| **TOUCHPOINTS** | Websites, reddit, youtube videos | Language courses, academies, tutors | Application (printed out or online) | Paper and pen, laptop, books |
| **EMOTION** | Overwhelmed | Giving up | Confused | Unmotivated, lost |
| **PAIN POINTS** | Scarce too general information for international students in their native language | Expensive | Not sure where to start with or whom to reach out | Don't know how to write |
| **OPPORTUNITIES** | Every useful information in one place, leave message or arrange meeting with current college students | Free/affordable video lessons, quizzes, and mock tests | Peers and study groups, current college students success stories | Meet a mentor (college students) and get help with essay writing |

# Persona: Student

## Noah

*"high school student"*

- 16
- Uvs village, Mongolia
- Public high school, junior year

### Bio

Noah is a high school junior, living in a small village in Mongolia. After high school, he wants to study in China. Chinese language class isn't offered at his school so that he attends language academy to learn Chinese and prepare for language proficiency test. Also, his school doesn't have any counselors that he lacks of support to guide him in the application process. He uses different websites and YouTube as his primary source of information on study abroad opportunities and scholarship. Noah finds it particularly inspiring and insightful when current college students share their stories of how got into that institution.

### Pain points and frustrations

- Tuition for language course is expensive
- Information is scarce in his native language and hard to find
- Having trouble with finding an answer to a specific question he has about studying abroad
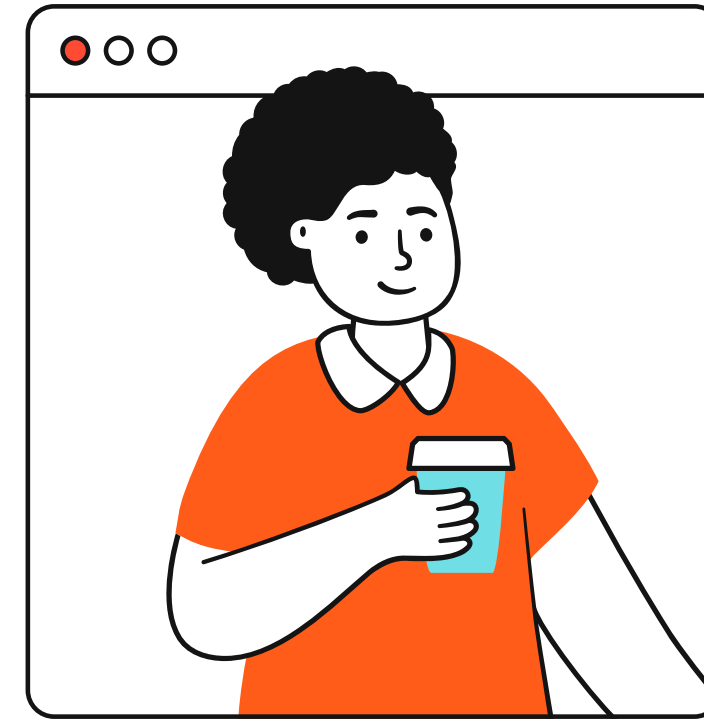- Finding a person (a mentor) who can help and guide him

### Needs and expectation

- Affordable online language courses
- More information in his native language and specific to international students
- An online space where current college students answer the questions that high school students have
- Matching a mentor and a mentee for studying abroad

# Mentor
## Mentee

# Persona: Mentor

## Diana

*"college student"*

- 22
- Abu Dhabi, UAE
- NYUAD, junior year

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**Bio**

Diana is an international students at New York University Abu Dhabi. When she was in high school and planning to study abroad, she faced many challenged and difficulty with finding resources or reaching out to other people. So, she wants to help high school students to study abroad. However, there are not many ways she can actually offer her help to those students unless they find her and talk to her. Also, she wants to offer her help and in return make a little bit of money.

### Pain points and frustrations

▶ Not able to find high school students willing to receive her help
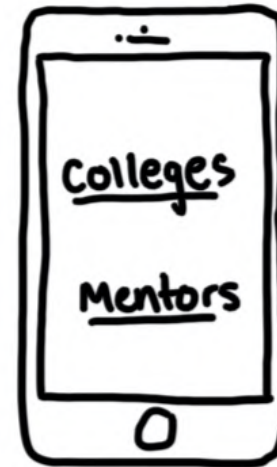
### Needs and expectation

▶ Reach out to students and help them in their study abroad journey

# Future State Journey Map
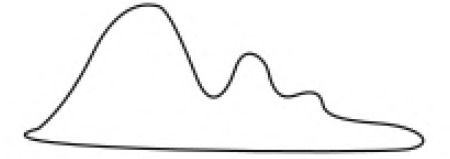
# Competitive Analysis
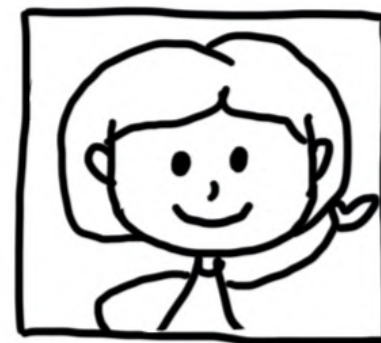
## Studee

## Borderless

## Qooper
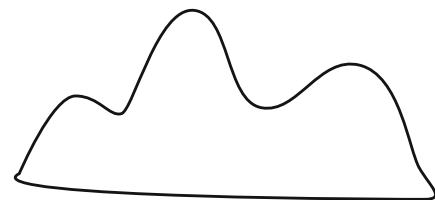
Pitch
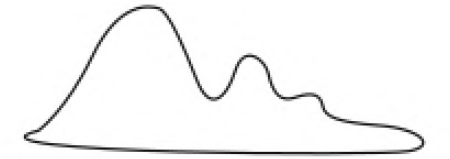
# Competitive Analysis

**Studee**

Studee is designed specifically for those who are planning to get a degree abroad. **Depending on the users' goals, qualifications, and budget, it suggests institutions.** I liked this website because it makes it easier for students not to research through different websites, but just simply go to Studee and find every information in one place. Even in the application process, student advisors simplifies the application process for students.

**Borderless**

In fact, Borderless is developed by NYUAD graduate, and the purpose of this website is to **share the success stories of college students and how they got into certain colleges or received scholarships** as well as help students to learn more about study abroad opportunities. As I found out during my research that many students find it helpful and inspiring to hear about other students success stories, I will include this this kind of readings or videos in my final project.

**Qooper**

There are quite a lot of apps for mentoring, but I found "Qooper" to be the best out of all for several reasons: **mentorship match suggestion, chat with mentors, easy to schedule mentorship meeting,** topic, notes, and questions, able to track mentorship goals and milestones. For my final project, I would consider applying these features that students will be able to easily find mentors matched to their goals and easily reach out to their mentors.

# Flow Diagram

**Discussion Board**
- Student Success Stories
- Discussion Board
- Messages

**START**

**Search School**

**Find Mentor**

Filter and sort schools
- Location
- College type
- Cost
- Programs

Suggested schools list

Choose a mentor

See mentor profile

See school profile

Mentors list for this school

Leave a message

Receive an answer

Write Feedback

Schedule a meeting

Meeting Details (link to the meeting)

Choose date and time

Choose meeting type

# Style Guide

## Colors

### Primary

| | | | |
|---|---|---|---|
| #0AD1C3 | #47DDD2 | #84E8E1 | #C2F3F0 |
| #FF903F | #FFAC6F | #FFC89F | #FFE3CF |

### Secondary

| | | | |
|---|---|---|---|
| #333333 | #666666 | #9A9A9A | #CCCCCC |

#FFFFFF

## Typeface

# Roboto

| **Title** | **Bold 48px** |
|---|---|
| Subheader | Regular 24px |
| **Body 2/Menu** | **Medium 16px** |
| Body 1 | Regular 15px |
| Caption | Regular 12px |
| **Bottom** | Regular 13-15px |

## Paragraph

## Title
### Subheader

15px

40px

Ito ay gabay sa istilo  Kailangan mo ito upang lumikha ng iyong proyekto sa disenyo. Ito ang pamantayan para sa pag-publish ng libro sa fiction at nonfiction at kadalasang ginagamit sa sining at humanidades para sa mga akademikong papel.

## Buttons

Normal — Button

Normal — Button

Hover — Button

Hover — Button

Normal + | Hover +

Checkbox ☑ Text | ☑ Text
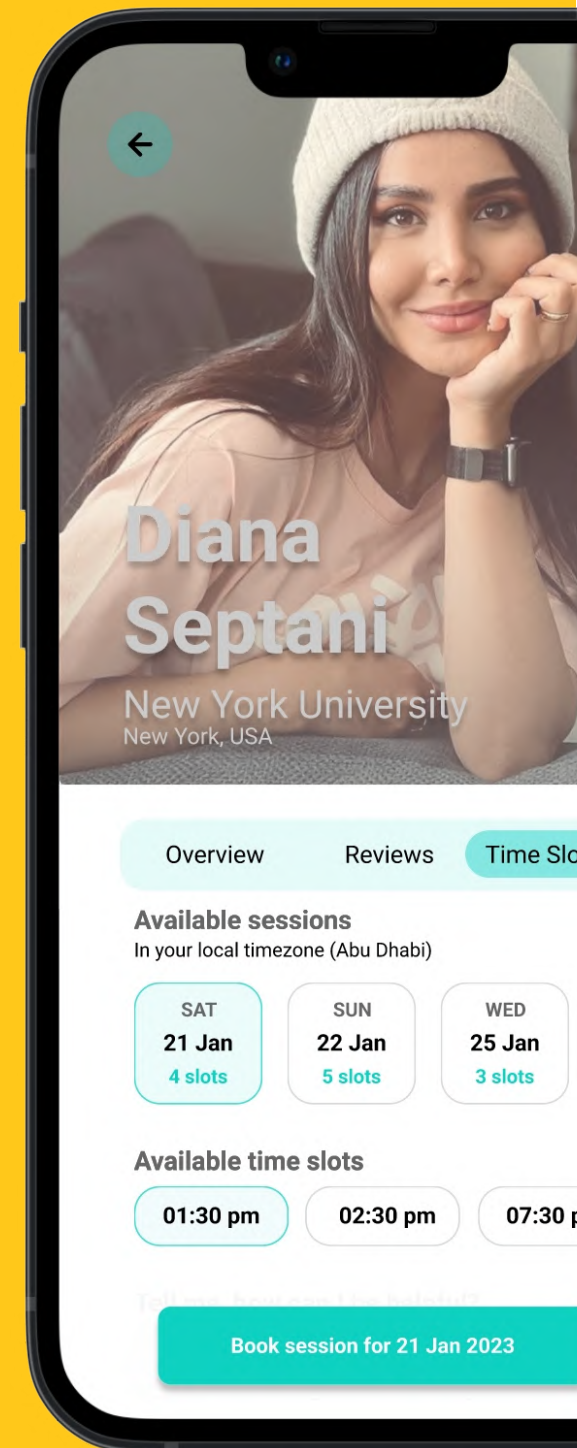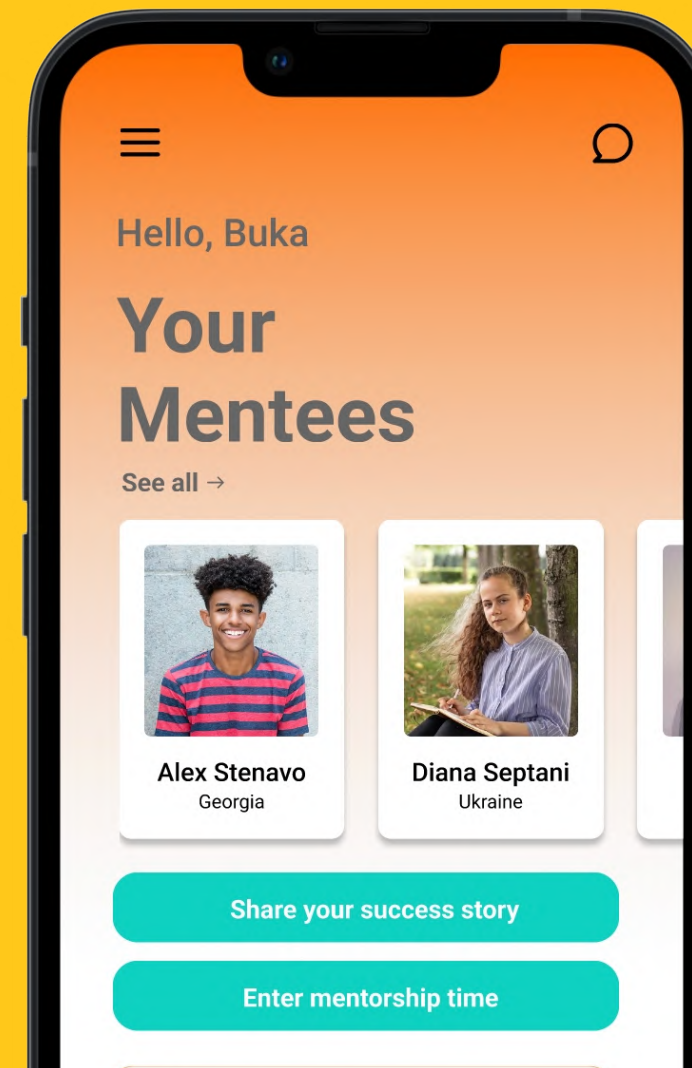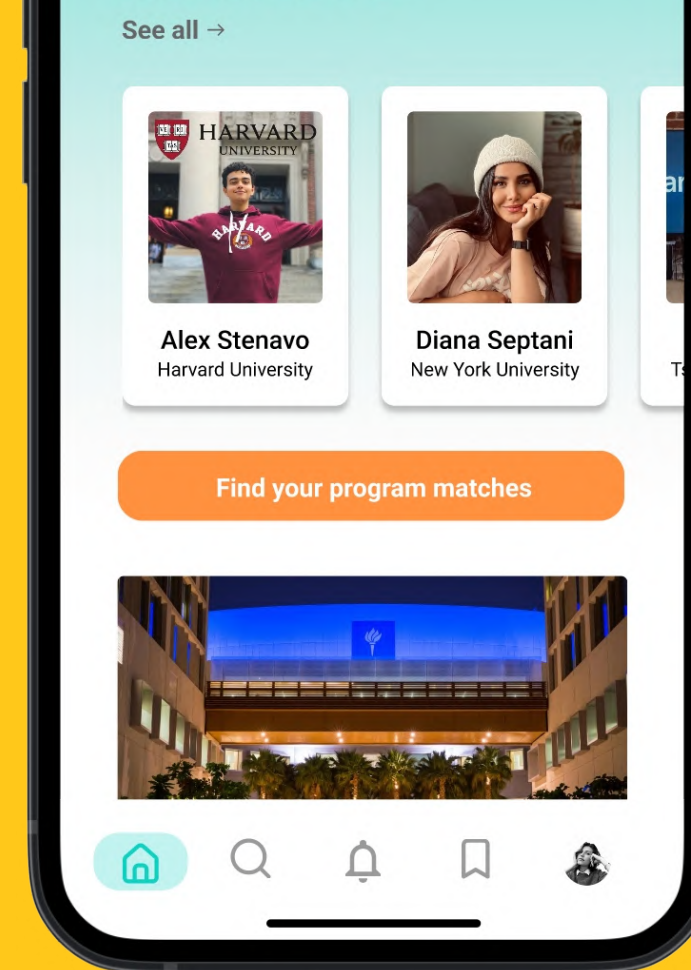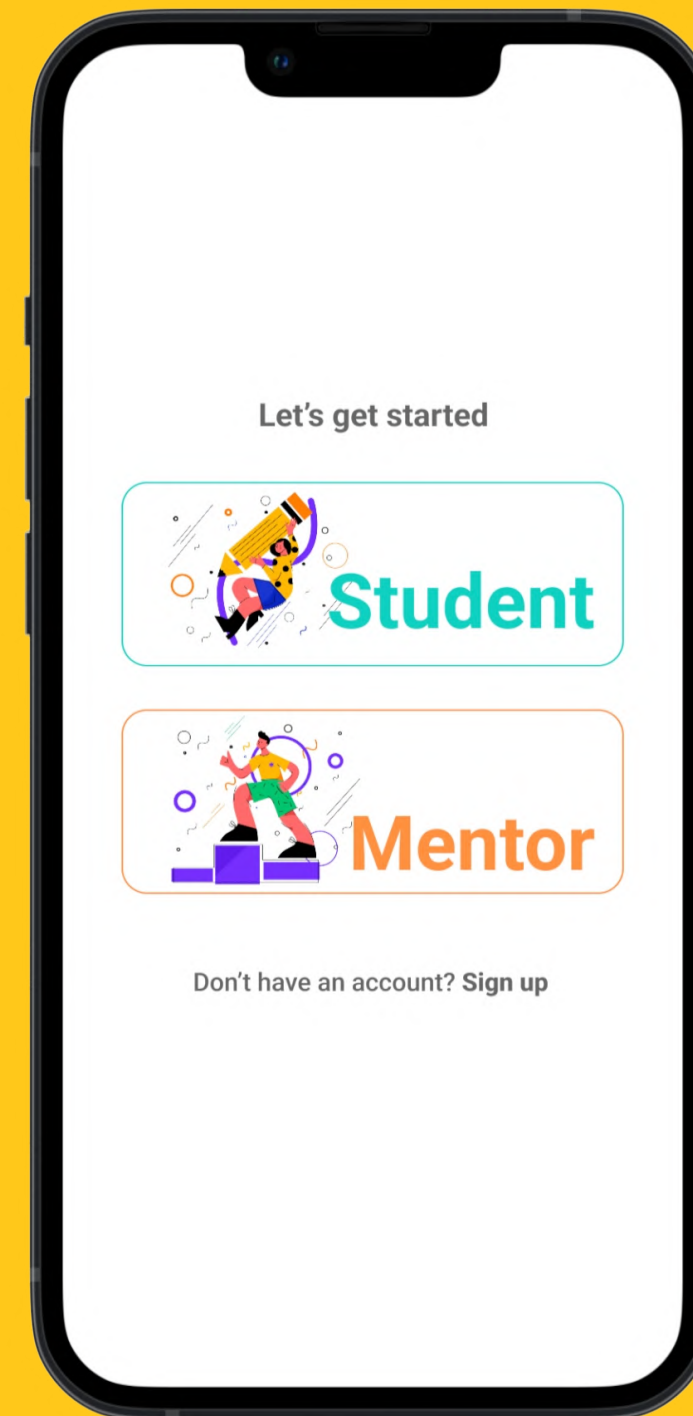
Toggle

Radio button — ◉ Text | ◉ Text
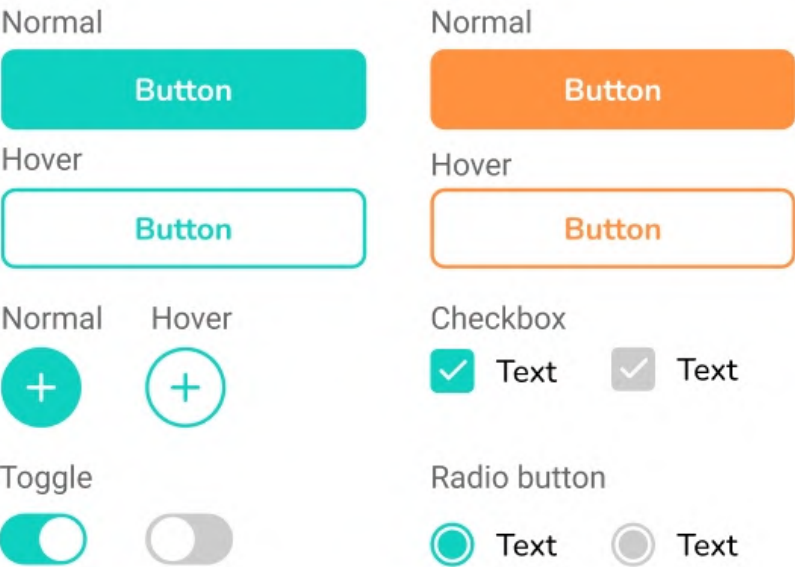
## Icons
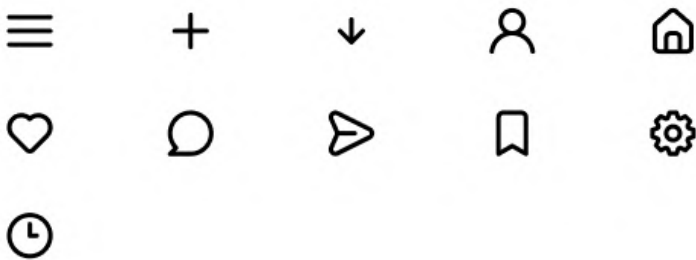
# Solution

SAM - your Study Abroad Mentor

☑ Explore the program matches for you

☑ Read inspiring success stories of other students

☑ Ask questions from the mentors

☑ Schedule a mentorship meeting and get help

Prototype→



See all →

Alex Stenavo
Harvard University

Diana Septani
New York University

Find your program matches

Let's get started

Student

Mentor

Don't have an account? Sign up

Hello, Buka

Your Mentees

See all →

Alex Stenavo
Georgia

Diana Septani
Ukraine

Share your success story

Enter mentorship time

Diana Septani
New York University
New York, USA

Overview     Reviews     Time Slo

Available sessions
In your local timezone (Abu Dhabi)

| SAT 21 Jan 4 slots | SUN 22 Jan 5 slots | WED 25 Jan 3 slots |

Available time slots

01:30 pm     02:30 pm     07:30 p

Book session for 21 Jan 2023

Pitch

Before testing

User Testing

User Testing

Pitch

# Reflection

- Refine the "program match" section
- Refine the "college page information"
- Add "my progress" section
- Add "find peers" section
- Do the chat sections