

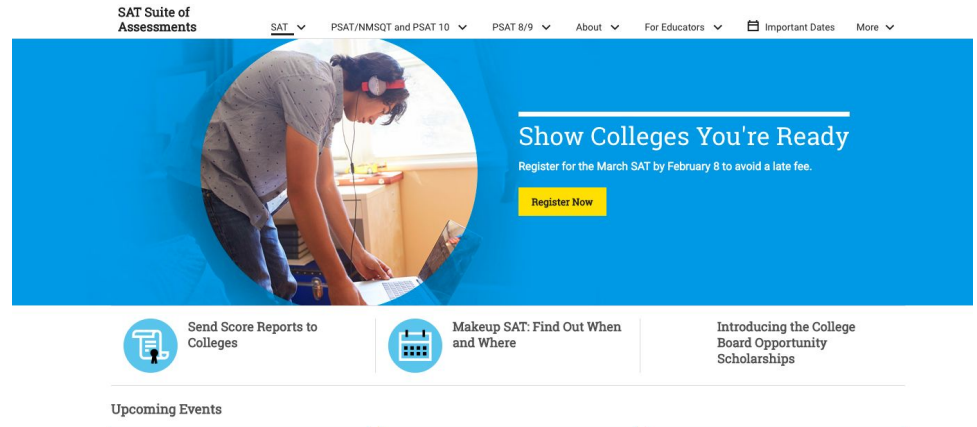


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Problem

- Minimum requirement for jobs today **bachelor's** degree
- **Several steps** required to initiate college readiness
- Many people don't know what this process looks like
 - First Generation College Student
 - People of Color
 - Low income minorities



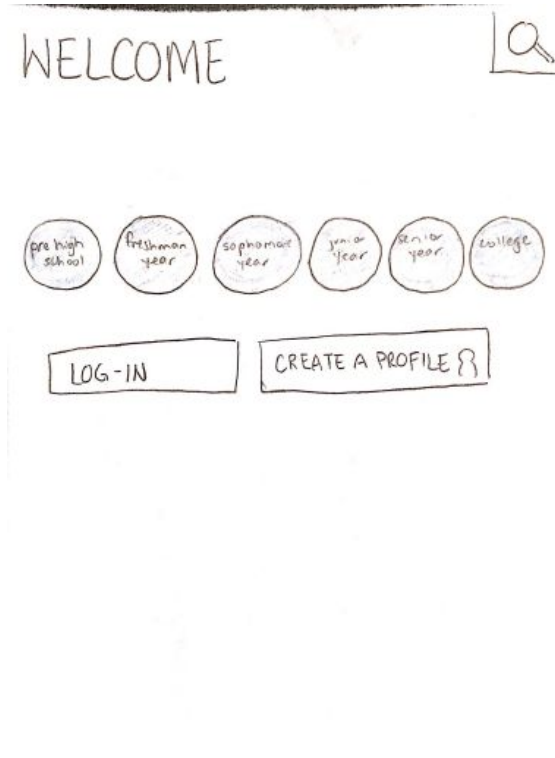
“I feel like I had to figure out the college process all on my **own**. It would have been helpful to know what I was doing freshmen year then maybe things could have been different by the time I got around to senior year”

Our Solution

- **Holistic** overview of college process
- Compiling of **all** resources required
 - Brief overview of steps in chronological order
 - External contract for more information
 - Ability to engage



Paper Prototype: Homepage



Paper Prototype: 4 components

COMMUNITY FORUM

Ⓢ What extra steps do we need to take if we want to be on a sports team? I'm a swimmer & I would like to continue in college.

↳ Ⓢ Depending on how much time you want to dedicate, there are options like intramural sports, open leagues for certain schools.

_____ read more

↳ Ⓢ I agree! Intramural is a great.

↳ Ⓢ Depending on the school & sport you may need to be scouted for sports or go for a try out. Held swimmer.



SEARCH RESULTS

TOPICS

◦ What is ACT/SAT?

◦ taking the ACT/SAT

◦ AP testing

load more

RESOURCES

◦ ACT.org

◦ collegesboard.org

◦ SAT.org

◦ _____

load more

FORUM POSTS

◦ Ⓢ What tests do I need to take in my sophomore year of high school to be on track?

◦ Ⓢ I've taken both the SAT & ACT but my ACT score is a lot better. Do I still need to submit both scores?

◦ Ⓢ What photo ID can I have if I don't have a passport or driver's license?

load more

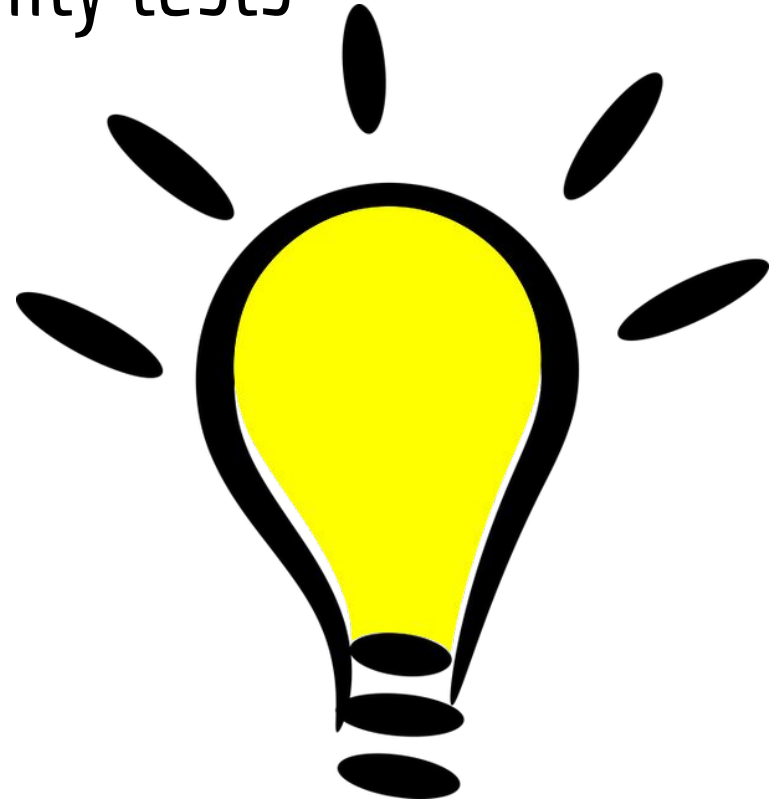


Testing

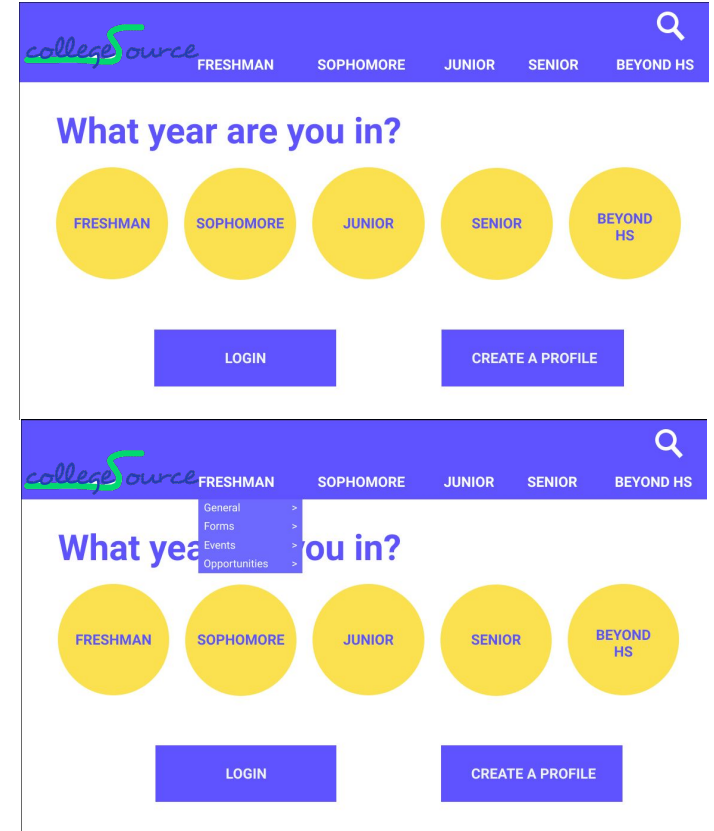
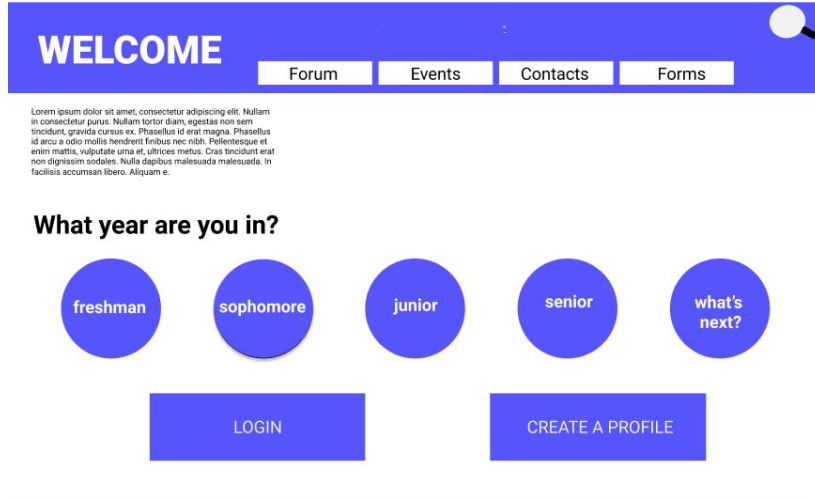
- High-school students around Seattle with different class standing
- Technology probe method
- Usability tests
 - Create profile
 - Navigating through timeline
 - Search through discussion forum
 - Finding events tailored to individual
 - Sensing making of website

What we learned through usability tests

- Homepage button
- Timeline function inaccessible
- Lack of undo/redo buttons
- Problems with search function



Final Prototype



Final Prototype

+

add profile picture

First Name

Last Name

High School

State

Graduation Year

Are you a US citizen?

yes

no

Are you the first in your family to attend college in the US?

yes

no

What is your ethnic background? (Check all that apply)

white

East Asian

SouthEast Asian

South Asian

Pacific Islander

African American

African

Native American

Mixed Race

SAVE

college source

FRESHMAN

SOPHOMORE

JUNIOR

SENIOR

BEYOND HS

Your Next Steps

To Do

In Progress

Coming Up

Complete

- start choosing schools

- take SAT and/or ACT

- take chosen APs

- apply for 4 year scholarships

- submit test scores

- start Common App

- file FAFSA

- compile extracurriculars

- write supplementary essays

- choose APs

- meet with school counselor

- build tentative 4 year plan

Opportunities For You

Resources For You

- Disney Dreamers Academy

Each spring, 100 exceptional young people arrive at the Disney Dreamers Academy with ambition, excitement and hopes for the future. Four days later, they return home with the motivation, guidance and skills to help make those dreams come true (Read More)...

- Stanford Splash

Each spring, 100 exceptional young people arrive at the Disney Dreamers Academy with ambition, excitement and hopes for the future. Four days later, they return home with the motivation, guidance and skills to help make those dreams come true (Read More)...

Load More...

- First in Family Scholarships

A list of scholarships available to students that are the first in their family to attend college.

- College Greenlight

Connects first generation and underrepresented students to caring colleges, generous scholarships, and life-changing counselors and mentors. (Read More)...

Load More...

Final Prototype

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FRESHMAN

SOPHOMORE

JUNIOR

SENIOR

BEYOND HS

Junior

Registering for SATs

Running start

College essay preparation

How to create a resume

How to choose your major

Selecting the right college



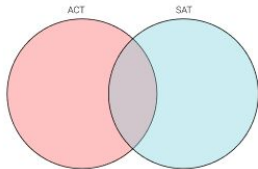
Final Prototype

WELCOME

[Forum](#)[Events](#)[Opportunities](#)[Forms](#)

SATs and ACTs

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Choosing Your Test

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FAQ

How many times can I take the SAT/ACT?

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How many schools can I send my scores to?

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college source

[FRESHMAN](#)[SOPHOMORE](#)[JUNIOR](#)[SENIOR](#)[BEYOND HS](#)

SATs and ACTs

What are the SAT and ACT?

Choosing Your Test
Registering for your Test
Preparing for the Test
Taking the Test
Test Results

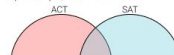
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Design Limitations

- Brief overview of each step
- Centered toward US student
- Language barrier
- Access to technology
- Engagement on forum
- Responsibility on student to seek



Lessons Learned

- Keen attention to details
- Heuristic evaluation necessary
- Probing contributes new insight on design

