📄 Final Report Plan – TEAM 5 DALIVERSITY

FIRST

❇️ a) Problem

"Students from disadvantaged backgrounds lack personalized support and mentorship that guide them to choose effective educational and career paths."

🔍 b) User Insights

- Summarize key findings from your interviews:
    - It proved our assumption that students who study in university need parental support to afford it and everyone struggles to find the right study program and choose the right career path
    - Students want guidance that's *personal*, *practical*, and *empathetic*.
    - Financially disadvantaged students often lack networks and confidence to pursue entrepreneurship or career exploration.

💡 c) How the Idea Works

- Explain your app or system with the user journey:
    - Student takes a personality test → creates strengths profile
    - Gets matched with relatable mentors and peer groups
    - Suggestion phase – studies, career, hobbies
    - Sets short- and long-term goals
    - Tracks progress with a visual growth dashboard
    - Storyboard with successful rolemodels
    - AI chatbot presenting different fields and different ways of connecting with experts

SECOND

The Process

a) Phases

Empathize

We began by engaging with ChatGPT to create a persona of our target audience, reflecting a financially disadvantaged student's needs and expectations. This acted as a proxy for interviewing real users — testing how well our persona reflected real life situations.

Define

Then we used AI to define and narrow down our core problem: **students and young professionals need to minimize risks when choosing a career path.**

Ideate

- We used ChatGPT to give us different brainstorming techniques, explain them and give some examples, so we could imagine them better
- We also used ChatGPT to generate some ideas.
- Then we used it to make a list of the ideas and cluster them.

Prototype

We created text for the our final presentation with ChatGPT and used it to summarize the key ideas. Additionallz, we created videos that represented target audiences and testimonials.

b) Assumptions

We assumed AI would help us find ideas and be especially helpful in the ideation phase, but it turned out we used it more in other phases like creating personas for the target audiences and defining the problem statement. Additionally, we thought ChatGPT would be more creative, but it actually is more useful when used to analyze, summarize and look for patterns.

THIRD

Throughout the development of our project, AI was a central tool in shaping our concept, defining our audience, and building a coherent, user-centered solution. Our goal was to design a platform that helps students aged 16–19, especially those with limited financial resources, identify their strengths and make confident academic choices before entering university.

AI played a key role in:

- Clarifying the core problem we were solving

- Refining the user journey from confusion to clarity

- Designing features centered on personal insight and guidance

- Defining tone, emotional impact, and brand values

- Crafting communication assets such as website copy and positioning statements

Each member of our group used AI to generate ideas and refine specific aspects of the project. AI assisted in crafting clear, motivational messaging that speaks directly to our audience's fears, hopes, and values.

Some of the most useful prompts we used:

FIRST PROMPT:

"You are a world-class marketing strategist... Your job is to interview the user step-by-step to create a strategy for their idea. at the end of the conversation. You must:

1. ask one question at a time.

2. wait for the user's input before moving to the next step.

3. analyze each answer deeply and refine your next question accordingly.

begin the strategy session by saying: "let's build your custom strategy. i'll ask you a series of questions to understand your idea, target audience, goals, and messaging. ready?"

then, proceed with these phases:

--- phase 1: foundation

ask these in sequence, one at a time:

* what's your idea or product? describe it in one paragraph.

* who are your ideal customers? (be specific—age, interests, job titles, problems)

--- phase 2: positioning & messaging

* what pain points or desires does your product solve?

* how does your audience currently solve this problem (if at all)?

* what emotions do you want to evoke in your audience?

* what are 3-5 brand values or personality traits you want your marketing to express?

--- phase 3: channels & content

* what kind of content resonates most with your audience? (e.g., value, personal stories, memes, video, etc.)

* what type of content are you most comfortable creating?"

SECOND PROMPT:

"We are building a web-based solution to help students aged 16–19 in Europe, especially those with financial difficulties, who feel lost and unsure about their future. They often lack mentorship, guidance, and confidence. Help us design a step-by-step experience powered by AI that takes a student from feeling uncertain to feeling confident about their strengths and their academic direction. The journey should include personalized discovery tools, motivational feedback, and clear next steps toward university or training opportunities. Include ideas for emotional engagement and a realistic implementation roadmap."