

Pathways



Empowering Students Forward

Meet the Team



Gray W.



Pao T.



Mamadou D.



Mission Statement:

Pathways aims to empower and equip students with the tools needed to take charge of the college application process, and be ready to give back to others seeking help during the process.



Value Proposition

“Empowering students forward” conveys our mission statement of wanting to propel students forward on their path to college, and aid them in taking charge of their college application process.

Problem:

College is seen as a goal for many students, but the college application process is confusing, complicated, and stressful.

Solution:

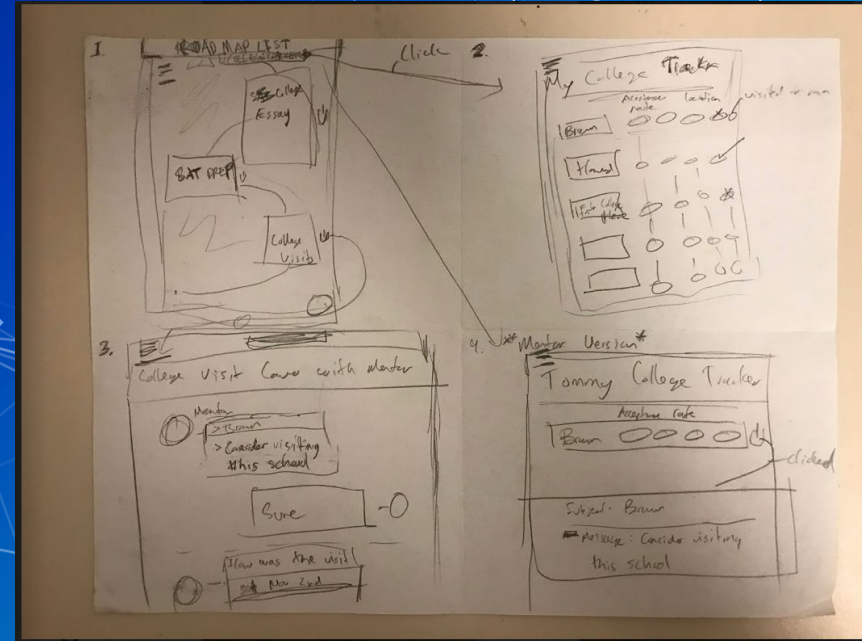
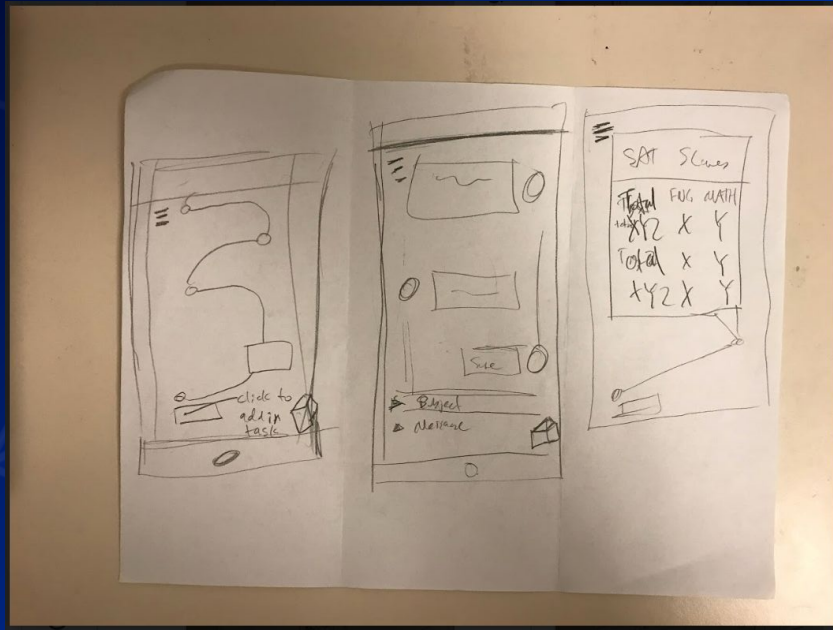
An single app that would allow students to 'map' out their college application process and connect them with similar background college students to provide mentorship and guidance.

Selected Interface:

- 1. People are already comfortable with phone UIs, so there won't be a steep learning curve.
- 2. Accessibility; most people have a phone, meaning it's accessible to underrepresented and under-resourced students.
- 3. Phones that have messaging capabilities make connecting with a mentor more feasible.



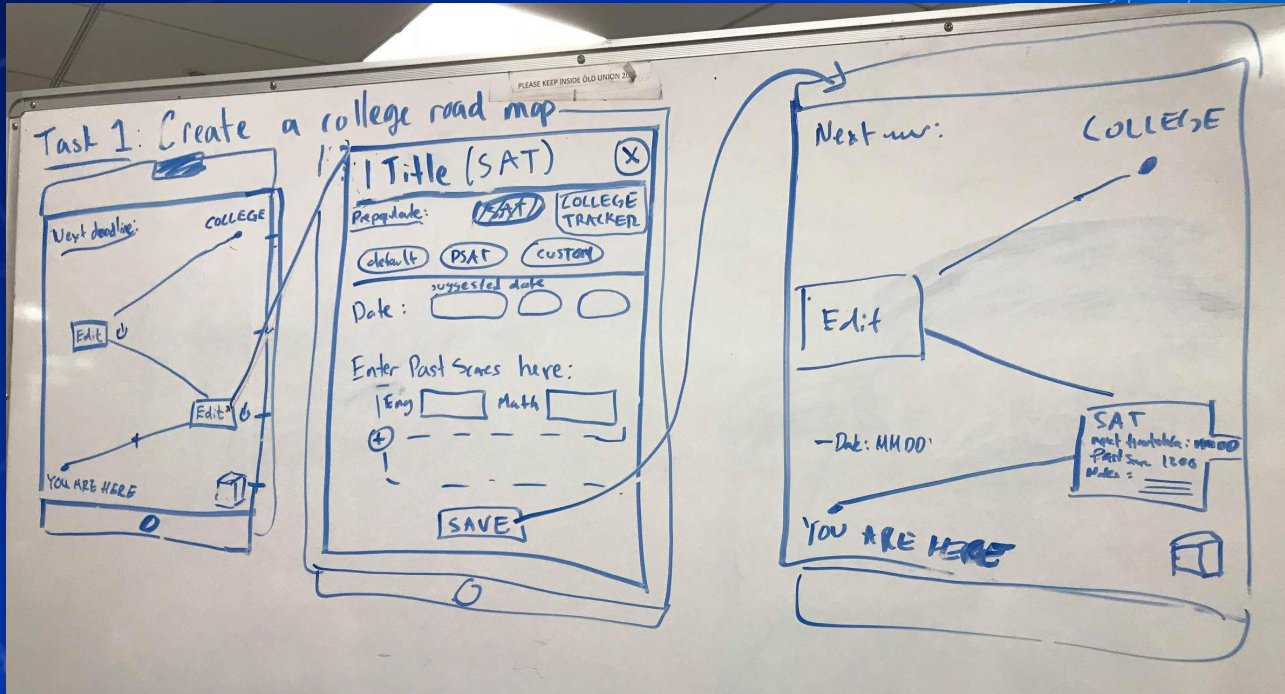
Low-Fi Prototype:



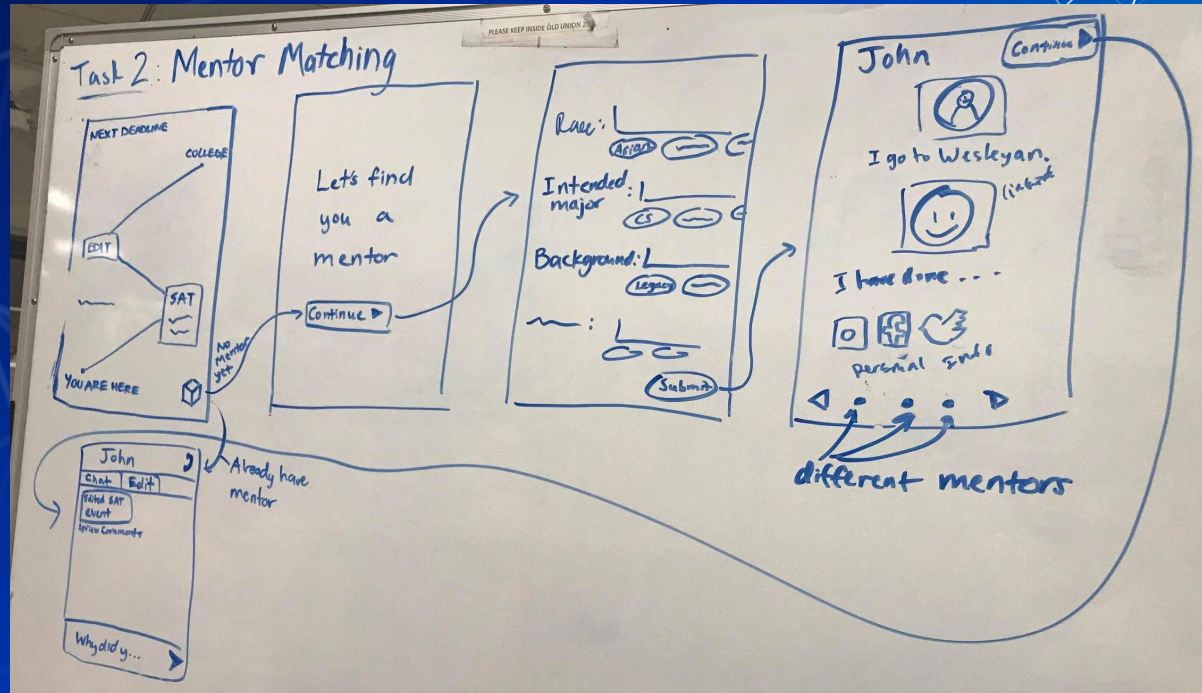
Our Tasks

1. Create a college roadmap
2. Match students with a mentor of a similar background
3. Students should be able to receive feedback and guidance from mentor

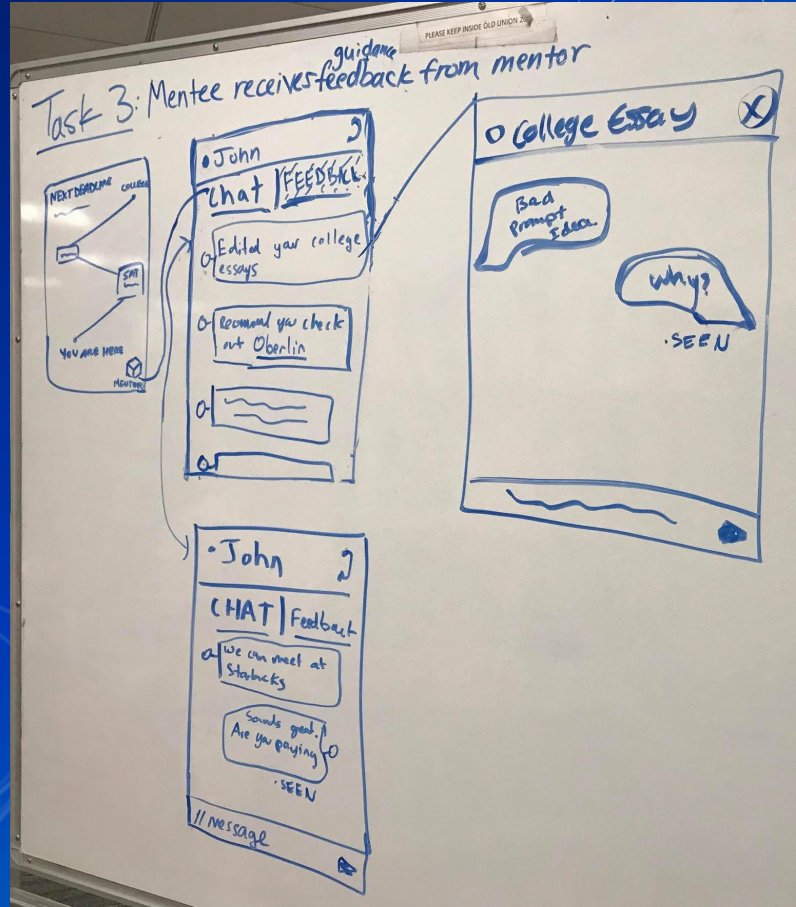
Task 1 flow:



Task 2 flow:



Task 3 flow:



Experimental Method

Test Participants: 2 High Schoolers & 1 College Student
Prompt: Given the only the mission statement of Pathways and 3 tasks, observe how the user navigates to accomplish each of the three tasks.

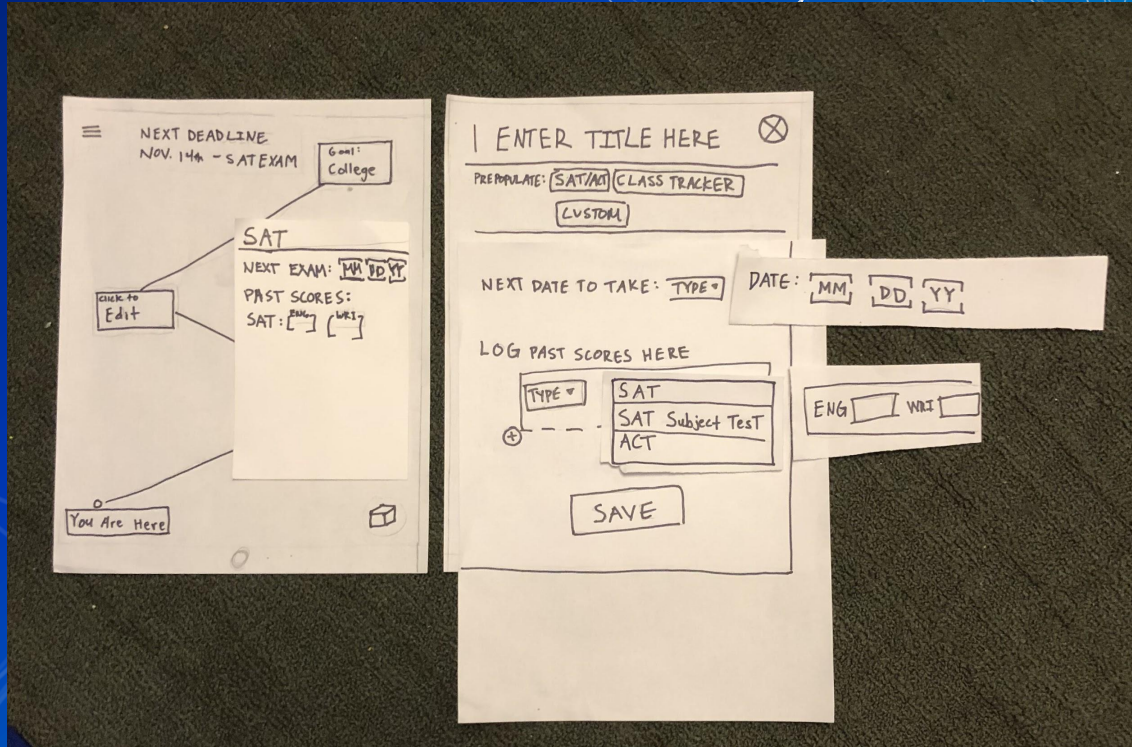


Experiment Results Overview

		Aesthetic	Functionality	Feedback:
Task 1	Create a college road map	✓+	✓-	<ul style="list-style-type: none">Visual Design of the College Road Map was appealingConfusion about "edit" buttons
Task 2	Match students with a mentor of a similar background	✓+	✓-	<ul style="list-style-type: none">Visually appealingConfusion about the "Mentor" box and "submit" buttons
Task 3	Students should be able to receive feedback/guidance from mentor	✓	✓	<ul style="list-style-type: none">Intuitive and cleanLack of appeal

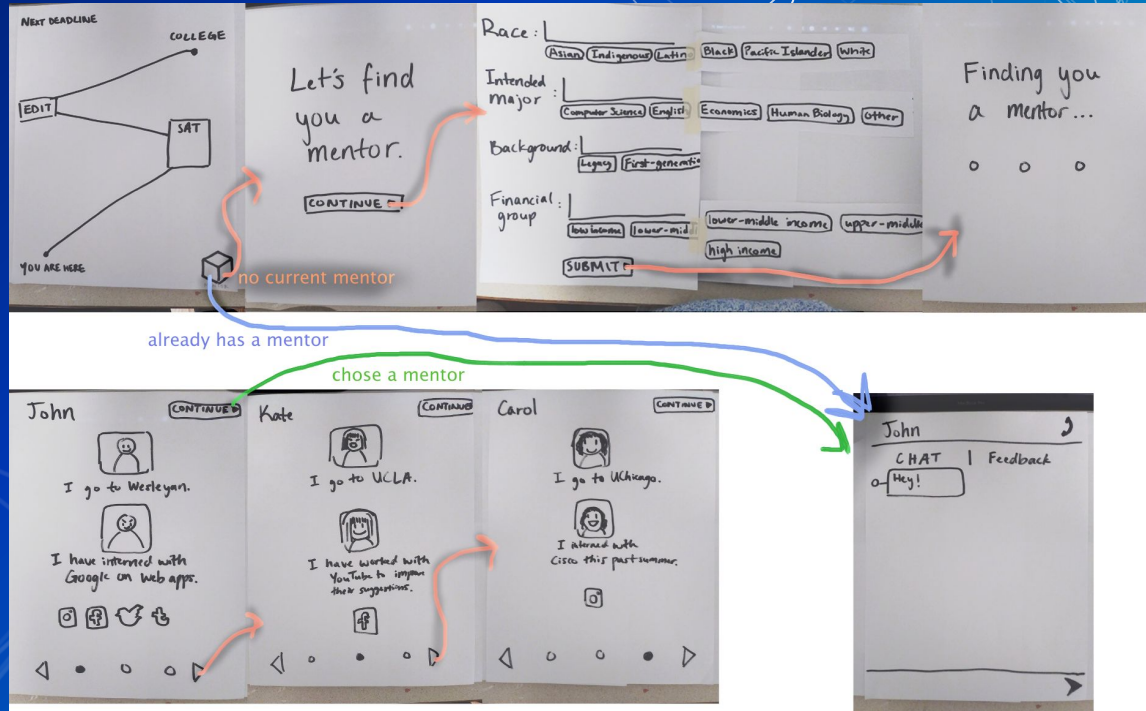
Task 1 Results:

- + Users liked the visualization of college road map/tasks
- Confused with possibilities of "Edit" nodes
- Lack of user input/choice e.g Next Date to Take ...



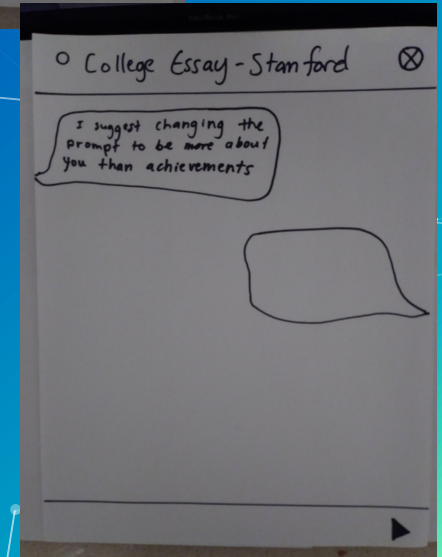
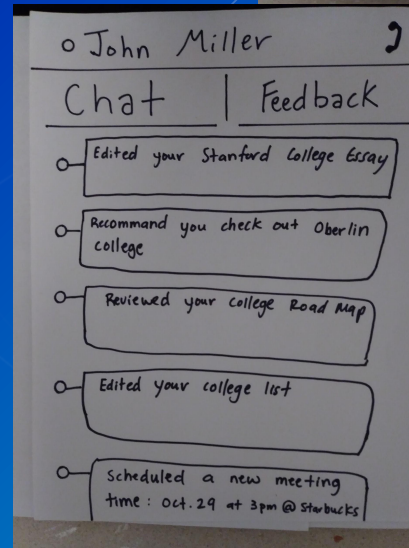
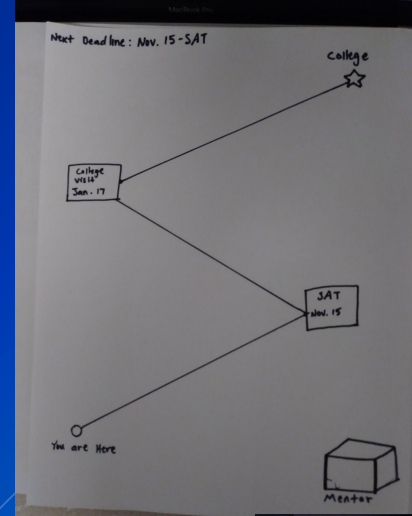
Task 2 Results:

- + Users liked the visual design/flow
- Confusion about initial 'Mentor' box icon
 - Clicked "Edit" nodes instead
- Confusion about what is 'clickable' and 'submit' buttons



Task 3 Results:

- + Users found design to be clear and simple
- + Understood "Mentor" icon after task 2
- Lack of visual appeal compared to the first two tasks



Future UI Changes

1. Consider adding 'options' for Edit boxes in RoadMap page
2. Change 'Mentor' box to be more clear of its purpose
3. Unify submit button locations



Summary:

All **3 tasks** were **accomplished** with minimal guidance

People generally liked our **visualization** and **design** of our interface

Certain areas of design that needs to change for more **options/clarity**

Our prototype was a **success!**

Students stated that they think our **app** is a **great idea!**

