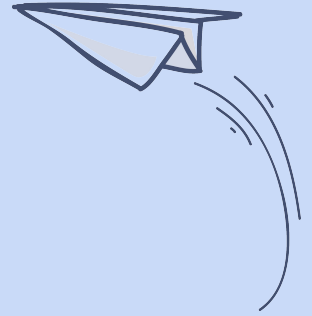


Elevate: Concept Video



CJ Indart, Ginelle Servat, Grace Miller, Riley Pittman

About Elevate

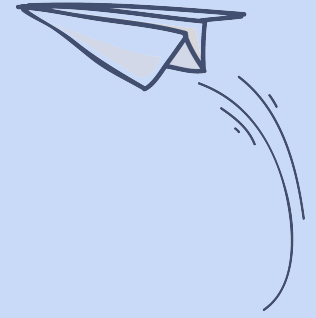


“Students connecting for shared success”

Problem/solution overview

Our research revealed that students with a stronger support system experience less stress in the job search process; our mission is to ease this process by linking students with other students who share similar career interests, fostering collaborative networks and mutual growth.

About Elevate



The Name Itself

- The app helps students "elevate" their support networks by connecting with peers
- The paper airplane in our concept video symbolizes the platform's role in helping students “soar” toward achieving their goals

Market Research



LinkedIn:

- What has worked: works very well for getting in contact with recruiters, companies, and jobs; ease of sharing achievements publically; emphasis on professional advancement; not limited to students
- What has not worked: not very suitable for forming groups; onus for networking is entirely on the individual user
- How ours is unique: solution is exactly **what hasn't worked** for LinkedIn -- our goal is to build support groups between students of similar career interests

Handshake:

- What has worked: personalized job posting lists for users; university partnership allows for accurate local event suggestions and campus-specific resources
- What has not worked: limited social network features or ability to connect users; profiles are often attached to a company or campus partner; networking isn't encouraged with other colleges
- How ours is unique: connects **students to students**, not **students to jobs**

Market Research, continued



Meetup:

- Description: users can voluntarily join a diverse range of interest-based groups and plan in-person events, focusing on bringing together user within a local radius to facilitate face-to-face connection
- What has worked: emphasis on communication with one another at in-person events; multiple group membership allowed; wide range of interests and activities; safety control features
- What has not worked: no participation accountability; focus on logistics and “figuring out when/where”
- How ours is unique: we’re maintaining a **focus on our domain** of career-interested students

Bumble Bizz:

- Description: one of the three modes within Bumble that aims at matching users within a professional context
- What has worked: matching algorithm ensures personalization and mutual acceptance between matches; UI encourages profile depth
- What has not worked: 1-on-1 connections can be isolating, matches don’t know each others’ matches; inaccessible—association with Bumble Date means users likely set up a Bumble account for dating before accessing Bumble Bizz
- How ours is unique: we’re moving away from the 1-on-1 networking, towards **intra-group collaboration**

Market Research, continued



Facebook Groups:

- Description: online communities within the Facebook platform where users with shared interests engage in discussions
- What has worked: helps build community among users over a wide range of interest groups
- What has not worked: some users mention large, cluttered groups and others mention inactive group members being an issue
- How ours is unique: our platform focuses specifically on **students** joining groups based on **career interests**. Groups will also be limited in size and users must participate in groups in order to remain involved

Stakeholders

Direct:

- Students seeking jobs and a support group
- University career services and advisors

Indirect:

- Employers & job recruiters who receive applications
- Relatives or dependents of student users

Ethical Implications

The Smash Hit:

- competition for jobs could increase and job applicants may feel more pressure to keep up with others if so many are constantly networking
 - **Solution:** focus platform on support and community, not resources or connections
- with lots of community members, students could subconsciously self-select team members with familiar backgrounds & demographics
 - **Solution:** use matching algorithms that promote diversity, or make group assignments completely automated with no user participation/selection

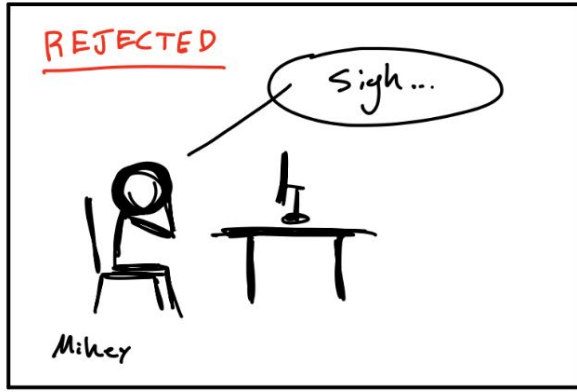
The Big Bad Wolf:

- a bad actor using this platform could use it to give other students bad advice or purposefully try to sabotage their chances of getting a job
 - **Solution:** we can implement a feedback and reporting system that allows users to report if a user is misusing the platform
- like all social media platforms, susceptible to catfishing and stalking
 - **Solution:** in addition to the above feedback system, we can include a verification system that requires academic (.edu) email addresses or other means to verify identity

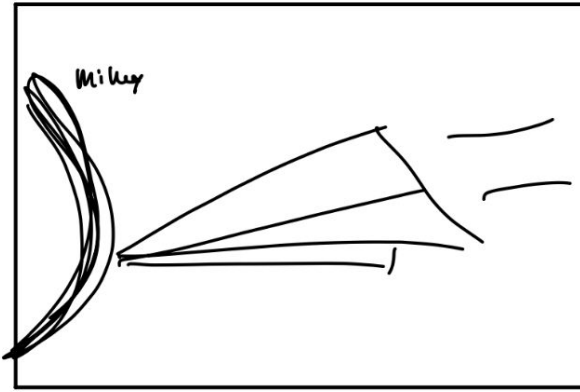
Tasks

- Simple: connect with a person
 - This is the most basic function of the app
 - Time approximation: 0:22
- Moderate: consistent communication
 - The app needs to connect individuals with aligned interests to encourage ongoing communication, which is both challenging and takes time to achieve
 - Time approximation: 0:55
- Complex: gain confidence, learn from peers, and motivate one another to achieve career goals
 - Support groups are meant to help students learn from each other and help each other achieve their goals, but to do so it requires a positive group dynamic and participation among group members -- difficult to achieve
 - Time approximation: 1:09

Storyboarding



Protagonist Mikey gets rejection letter from dream job

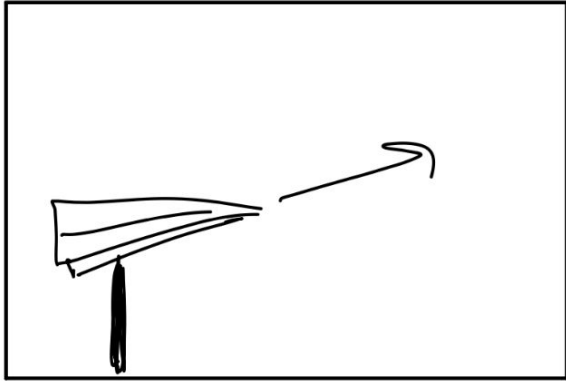


Mikey sees paper airplane fly in and hit him

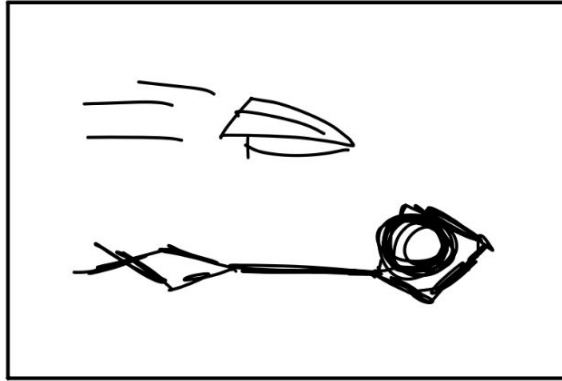


The letter says that Joe is also looking for a job, and if Mikey would want to connect

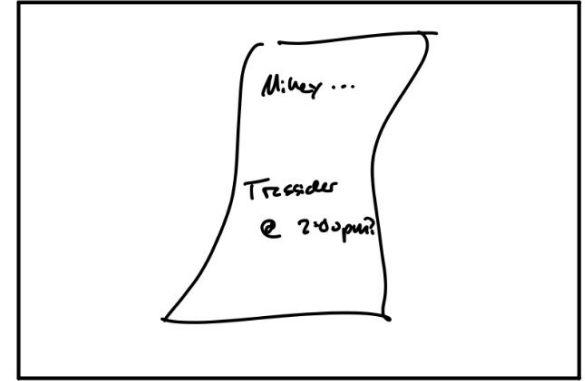
Storyboarding



Another paper airplane flying

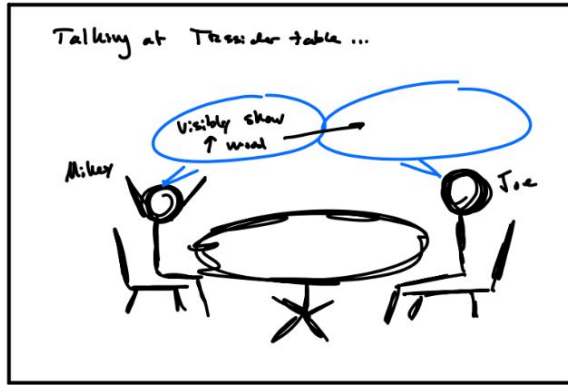


Joe gets hit with a paper airplane now

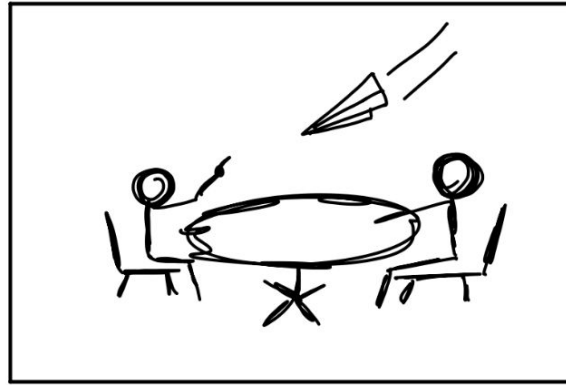


Asks Joe to connect with Mikey at Tresider

Storyboarding



Mikey and Joe are engaging in conversation, talking about careers

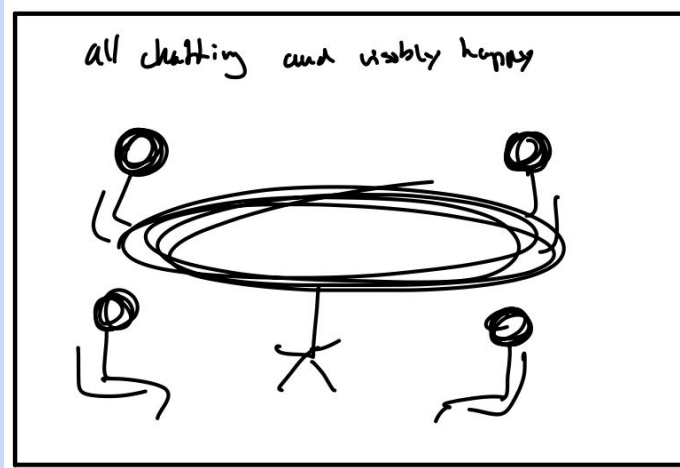


A paper airplane hits them now

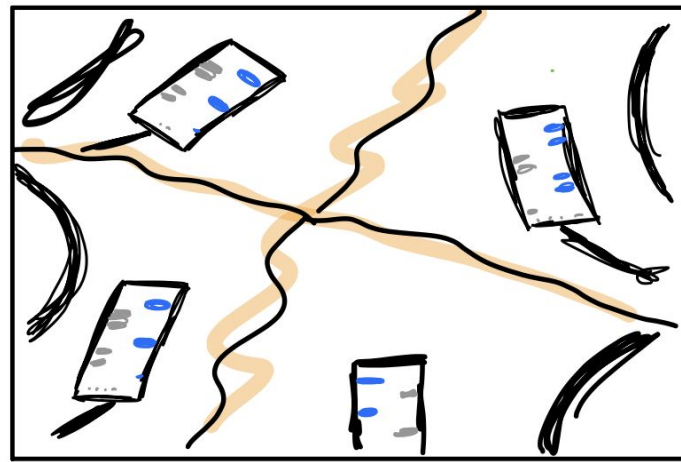


It says that Marissa and Molly would also like to join the group

Storyboarding

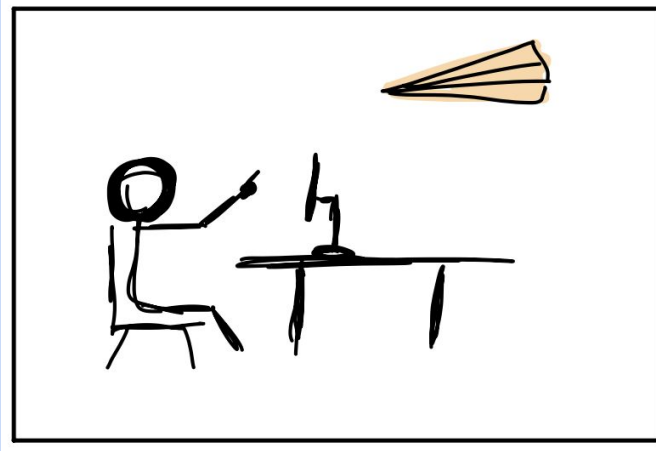


Marissa and Molly appear at the table and they all seem happier

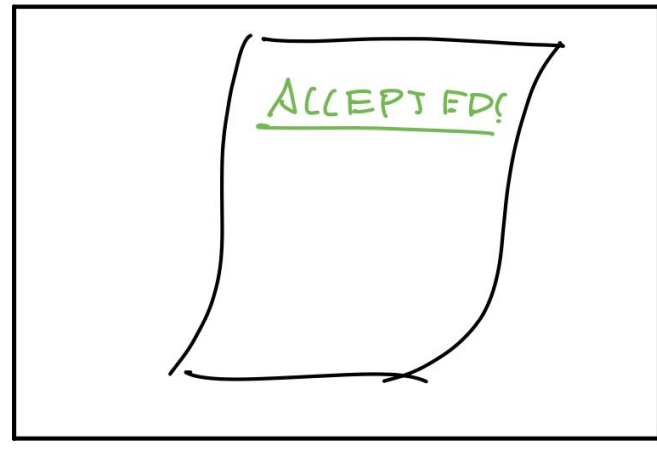


They all exchange phone numbers and say goodbye

Storyboarding



Shows each member of the group getting hit with a paper airplane at their desk



The paper airplane is a note saying something good in their job search (offer, new interview, etc.)

Our Video

<https://youtu.be/PXgOhZS1XbA>