

# A4: CONCEPT VIDEO



UniVerse





# WE WILL COVER...

**01** Project name & value proposition

**02** Problem/solution overview

**03** Market research

**04** Values in design

**05** Tasks

**06** Storyboards

**07** Video

**08** Appendix

# MEET THE TEAM!

**SALLY**

Economics '25  
Hong Kong



**STEVE**

CS '25  
California



**ZIJIAN**

Symsys '26  
Chengdu, China



**ERIC**

CS '24  
California



# PROJECT NAME AND VALUE PROPOSITION:

## UniVerse

*“Mentor with purpose and autonomy”*

## Value Proposition:

*College mentorship reimagined with purpose and autonomy*



# PROJECT NAME AND VALUE PROPOSITION:



UniVerse

*“Mentor with purpose and autonomy”*



# PROJECT NAME AND VALUE PROPOSITION:

## UniVerse

### Why we chose this name:

We wanted a name related to “universities” while capturing the vast possibilities of niches and programs a prospective college applicant might participate in.



# PROBLEM/SOLUTION OVERVIEW

**Our Primary User:**  
College Counselors

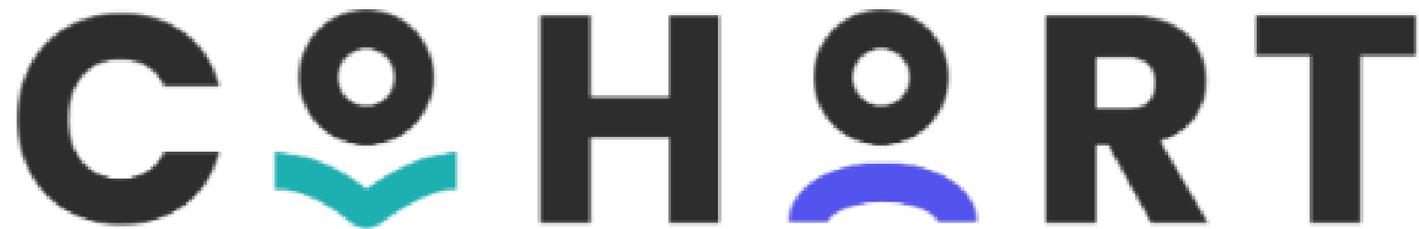
**Problem you are tackling:**  
traditional College Counselors are incentivized  
to only cater students advice for "top"  
universities not programs best for the student

**Brief synopsis of your proposed solution:**

An app to allow Counselors to choose to  
work with small groups of students with  
interests and backgrounds that cater to  
their own knowledge.

# MARKET RESEARCH

# COHORT



## What Cohort Does:

Cohort creates a specialized program for students in 9th, 10th, 11th, or 12th grade to get grade-specific college counseling information on a structured timeline.

## How UniVerse differs:

- UniVerse's primary user targets counselors.
- UniVerse focuses on using specialized counselor knowledge to guide students, as opposed to pre-made curriculums/

## Implication:

UniVerse creates a more focused consulting process that relies on working with counselors and utilizing their field-specific knowledge.

# IVY INSTITUTE



## **What Ivy Institute Does:**

Ivy Institute offers college application advice specifically for the Ivy colleges. Many counselors have worked in Ivy League school admissions in the past.

## **How UniVerse differs:**

UniVerse welcomes counselors from a range of backgrounds in order to mentor students with different interests.

## **Implication:**

There lacks a space for counselors with a variety of backgrounds, passions, and interests in specific schools.

# USTRIVE



## **What UStrive Does:**

UStrive is a web platform that connects students, especially from under-resourced areas, with college and career mentors.

## **How UniVerse differs:**

We provide a platform that users of all backgrounds can use with helpful tools along the way, each tailored to their needs.

## **Implication:**

The market lacks a platform that supports all types of students throughout the entire process.

# CRIMSON EDUCATION



## What Crimson Does:

Counseling company that focuses on helping students get into competitive universities, mainly Ivy League schools, Oxford, and Cambridge.

## How UniVerse differs:

- While Crimson uses AI as mostly a scheduling and logistical tool, UniVerse incorporate AI directly into assisting with application materials
- UniVerse takes a personalized approach that aims to get students into schools that they would genuinely be happy with.

## Implications

The college counseling industry is plagued by credentials-based advertising and a race to get the best "objective" rankings.

# VALUES IN DESIGN:

## **DIRECT STAKEHOLDERS**

- Counselors
- Students

## **INDIRECT STAKEHOLDERS**

- Parents
- Peers of students
- Traditional education consultant companies

# ETHICAL IMPLICATION 1: “THE RADIO STAR”

## THE RADIO STAR



Who or what disappears  
if your product is  
successful?

Who loses their job?

What other products or services  
are replaced?

What industries, institutions or  
policies would be affected?



### IMPLICATION:

Traditional counselors who work at bigger institutional agencies may be replaced.

### REFLECTION:

To address this, we could introduce the app to those counselors, who may actually prefer to use our service. They would have greater autonomy in choosing their lessons and their students, but also receive greater compensation.

# ETHICAL IMPLICATION 2: “THE BIG BAD WOLF”

## THE BIG BAD WOLF

◆  
What could a  
bad actor do with  
your product?

What would predatory and  
exploitative behavior look like  
with your product?

What product features are most  
vulnerable to manipulation?

Who could be targeted with  
your product?



### IMPLICATION:

A bad actor could be a fraudulent counselor whose background is not vetted and gives poor advice on the platform, which may impact the performance of their students .

### REFLECTION:

To address this, we could set up stringent background checks on the counselor candidates and make sure their experiences are vetted properly.

# TASKS

	Counselors (Primary User)	Students (Secondary User)
Simple	Counselors want students who they want to work with/with similar interests	
Moderate	Counselors want to reach students without hassle	Students want to share information and help each other
Complex	Counselors want to stay organized and track their progress	

# **TASK (SIMPLE)**

**COUNSELORS WANT TO WORK WITH STUDENTS WITH SIMILAR INTERESTS**

## **Why this is simple:**

This is the core of our product: every counselor will have autonomy in choosing students that best align with their own specialties.

**Timestamp:**

**0:39-1:02**

# **TASK (MODERATE): COUNSELORS WANT TO REACH STUDENTS WITHOUT HASSLE**

## **Why this is Moderate:**

Once students and counselors are connected, they have autonomy to choose how their lessons are done, and many users will choose to stay on the app to use our AI-supported planning tools that are integrated with various stages of the application process.

**Timestamp:**

**1:02-1:18**

# **TASK (MODERATE):**

## **STUDENTS WANT TO SHARE INFORMATION AND HELP EACH OTHER**

### **Why this is Moderate:**

Students are not forced to talk to or share any resources with other students, but having other students in the same class/counselor will increase collaboration.

**Timestamp:**

**1:27-1:37**

# **TASK (COMPLEX):**

## **COUNSELORS WANT TO STAY ORGANIZED AND TRACK THEIR PROGRESS**

### **Why this is Complex:**

Typically, it is the responsibility of the counselor to stay organized and track their lessons. Adding capabilities will enhance their organizational skills and support users who choose to keep lessons on our platform and are looking for easy-to-use tools.

**Timestamp:**

**1:18-1:26**

# OUR STORY BOARD

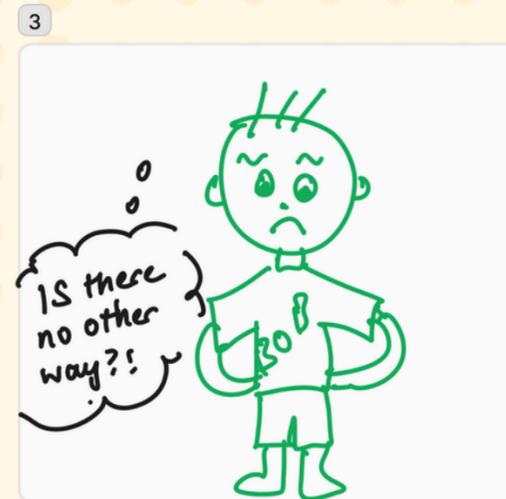
Link to full: <https://www.figma.com/board/ifDv1KSKAOpNIFJLu98SZv/CS147-video-demo?node-id=0-1&node-type=canvas&t=hwWFt7YA4GWPPcPb-0>



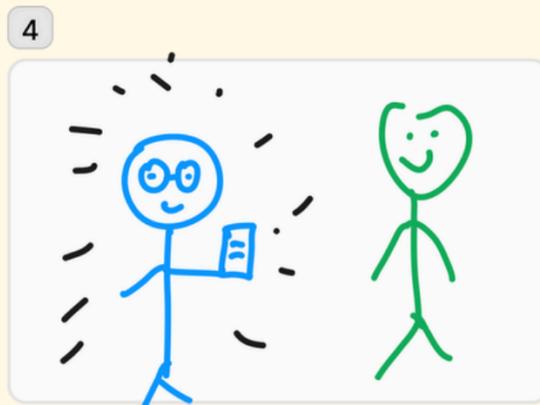
1 Bob, our main character, receives an email inviting him to interview for a college counselor position.



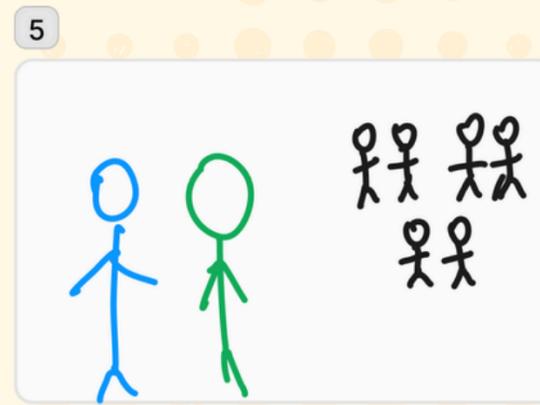
2 He meets with the HR of some big/established education agency (specialized in college admissions), who gives him strict tasks and assigns him with a student.



3 Bob feels frustrated that he doesn't have any agency in this process and wonders if there is any alternative



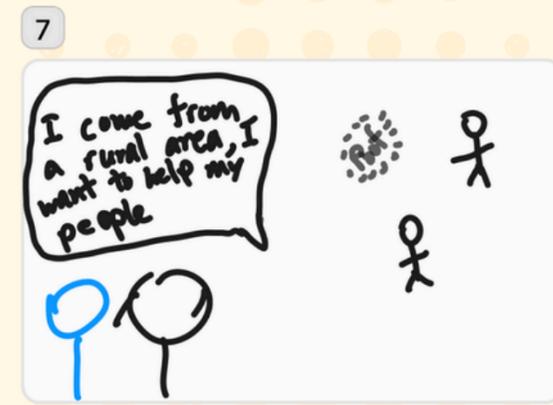
4 App assistant (symbolizing our app) pops up



5 They go into a room with a bunch of students who need help. Assistant: "So tell me, what type of student do you want to help?"

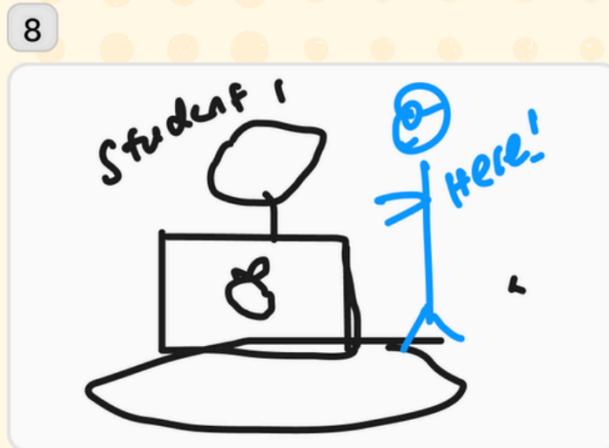


6 Counselor: "I want to help students who also like art, that's what I'm good."  
Students who don't like art poof away, leaving students that the counselor wants to and can actually help.

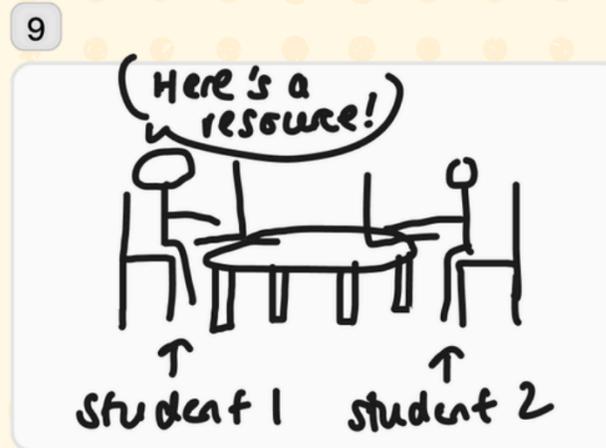


7 Assistant: "Wow! Okay, I also want to help students who come rural backgrounds like me."  
Students who don't come from rural backgrounds poof away, leaving only two students that the counselor is truly qualified to help.

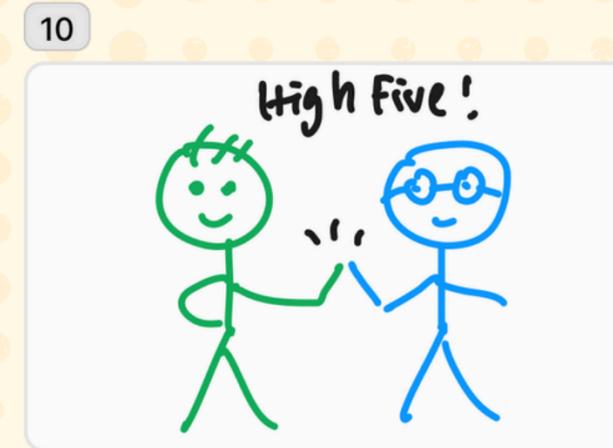
# OUR STORY BOARD



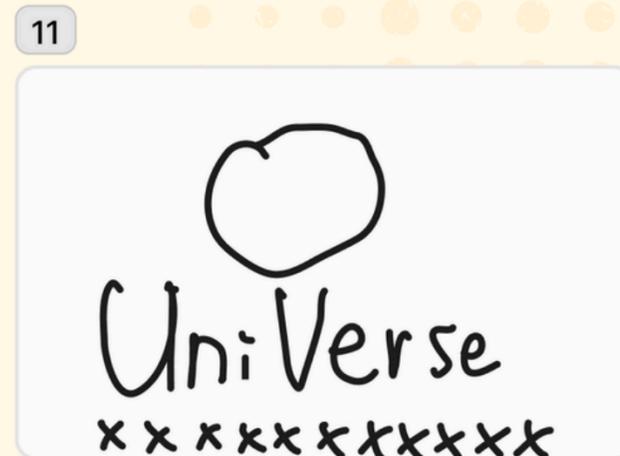
App assistant generates summary for a session.



In Bob's classroom, two of his students share resources with each other.



Bob and App assistant high-five, and Bob expresses he is happy with how the app has allowed him to work with students.



App logo and tagline



The assistant: Ready for your new potential students?

**OUR VIDEO!**

**[UNIVERSE CONCEPT VIDEO]**