

# Alumna

A better way to measure your success



## Role

Assist the team with many issues. UX designer helped the team with Figma.

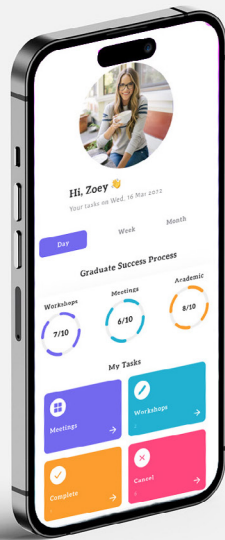
## Team

Alexander Marte

Kim Guzman

Charlotte Yeh

Alexa Abrams



## Problem

There aren't enough mentorship programs for graduate students; many of the programs are tailored for high school students or bachelor's degree holders.

## Solution

Create a program on campus where students can find mentors to guide them through graduate school.

# Persona



Zoey Lu

Age:24  
Locations: New York, NY  
Education: Undergraduate  
Major:Nutrition

Graduation Exp: Spring 2023  
Job: Part-time at sephora

## wants/Needs

- She want to be a nutritionist so she need to get a graduate degree.
- Financial support
- Find resources that help them with her application

## Motivations

- Good salary/income
- Network
- Dream Job

## Frustrations

- Where to apply
- Financial support
- Where to find Resources and guidance (coaching)
- Where to go, what are the best programs.
- Where to apply and understand how graduate schools workds

## Pain Points

- Tuition
- Guidance or transition to Grad school
- Resources and services for School

## Background

She likes food and cooking.  
She is a vegetarian.  
She tries to live a very healthy lifestyle.  
Her grandmother pass away because of diabetes so that was a reason for her to be a nutritionist and help people.

Zoey is a senior student who is also the first member of her family to attend college. She is likely to pursue graduate school but lacks knowledge about the process, and her main concern is her financial status and whether she can afford it

# User Flows



The main screens of the app which are focus on tracking you success.

# How you got here

I arrived here through my research, interviews, and findings. By speaking to people and gathering feedback, I noticed a difference in interviewing men and women. Men were more direct with their answers, while women tended to be a bit more reserved and took a moment to consider their responses. However, they opened up more when answering questions.



We did uncover that there aren't many programs to assist graduate students.

Her idea worked best, and she had already implemented a similar program.

The very first interview was with Danielle Velez. She appeared quite nervous and shy, but she was very direct with her answers.

"No, I'm sorry, they don't. They make millions of dollars from the subway system. And what I'm sure they're doing is using most of that money for the higher-ups, who make terrible decisions. So the higher-ups in that agency are receiving a lot of money, and they're not making good decisions. I don't think it's fair that they make millions of dollars. Yes, people may skip paying the train fare, but mostly people do pay for it. It's not about the money. There's enough money; they're just not allocating it correctly."

We Sprouted an opportunity statement on Alexa: "To help college students by providing a website to assist them with their financial needs and to support them in paying for grad school, while also connecting them with a coach or counselor to aid in the application process."

# Interviews

Christopher Cubitt, a 38-year-old HR Rep from CUNY Baruch & NY Institute of Technology:



"Well, grad school for me was way easier than undergrad. It was like 100 times easier. It was a piece of cake compared to undergrad.

"So much easier to do grad school, but it's very valuable because you're really focused on one thing and you've learned that one thing.

"Hindsight's 2020. I think now that I'm 38 years old, it would have been good for me to take advantage of something like that. But I think a 20-year-old me or an 18-year-old me would have just said, 'I'm not doing it.' So, you know, I think it's a good resource to have, but I think there's gotta be a way to reach someone who might be 18."

Jessica Cerronie,  
29-year-old Queens College student:

"It's super important, according to the new major laws that passed, to become a nutrition and dietitian as of 2024, if you don't have your master's.

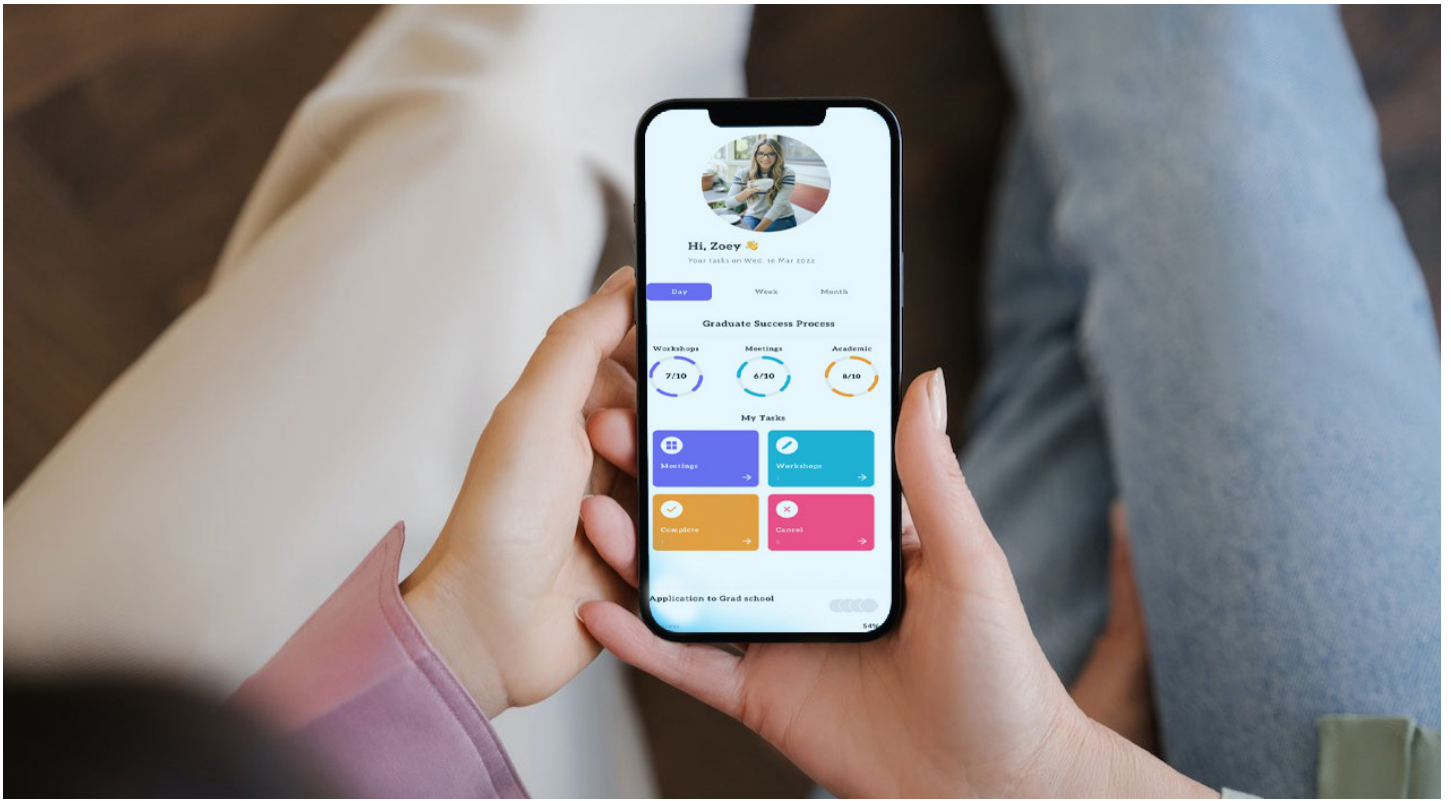
I mean, it would also be nice to be guided through."





## Interview in- sights

Christopher Cubitt and Jessica Cerroni were at pretty opposite ends of the spectrum. Chris was more direct with his answers; once I hit the record button, he spoke more like an HR rep. Jessica was more shy about the whole thing; she looked around and thought about her answers. However, she did open up more as the conversation progressed.



# Prototype/User testing



"This app makes helping students get into Grad School easier. It helps students organize all their tasks and meetings through dashboards. You can track your progress as well as utilize the chat feature. It has an easy, sleek design that's easily navigable. My only criticism is that I wish the progress wheels could be more interactive, which could make them more versatile. Overall, I enjoyed the functionality of the app and how smoothly you can cycle through the different tabs." - David Rivera

"I would like a notification system, and this would be great not just for grad school." - Rossy Hernandez

RH





The changes I would make involve working more on some of the features, toning down the design, and adding more functionality. Towards the end, I feel like I did stray a little from the original message.

Alexander Marte

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