

Background

EXCHANGE STUDENTS NOT FAMILIAR WITH EVERYTHING

MAIN PROBLEMS:

- **LACK OF INFORMATION**
- **LACK OF CHANNEL TO MEET NEW PEOPLE**

Where to start




Interview

- Asking target audience on what they would like to see
- Translates frustrations
- Differentiates wants and needs

Fly on the Wall

- See first hand the difficult tasks that international and exchange students go through
- See the social barriers that students face

SUS Form

- System usability scale
 - User feedback
 - User journey mapping
- 

"I want to connect with other students that also speak my language & are from my exchange program"

-STUDENT FROM TAIWAN BUT IS ETHNICALLY BURMESE

"I hate how my only resources are multicultural clubs...we aren't the same people"

-STUDENT THAT IS "ASIAN...NOT ASIAN AMERICAN"

"I feel lied to about the program here. I wish I had resources to guide me with honesty...and I wish I had resources to show me what I can do in my area now"

-STUDENT THAT FEELS "CATFISHED BY COLLEGE"

USER PERSONAS



Shanté Quinn

20 • Design student

Motivations

CONVENIENCE	*	*	*	*	
PERSONALIZATION	*	*	*	*	*
SOCIAL	*	*	*	*	*

Goals

- To connect to the campus community
- To make new friends

Frustration

- Socially Anxious
- Has no network

Frequently Used Apps



“

I just want to make friends at my new College

”

Background

Shanté is a Junior exchange student from France. She is struggling to meet new people at UCON. Shes feeling a bit anxious about meeting new people and is stuck in her dorm all day.



Aria Yuen

21 • Biology Student

Motivations

CONVENIENCE	*	*	*	*	
PERSONALIZATION	*	*	*	*	*
SOCIAL	*	*	*		

Goals

- Safety is Arias #1 priority
- to connect with other likeminded adventurers

Frustration

- does not feel safe
- no community

Frequently Used Apps



“

I want to experience Upstate NY.

”

Bio

Aria is an exchange student from Taiwan. She is staying for another semester in upstate NY at Ithica. Shes not sure if she should home stay and where she should home stay.



“

I loved my international experience

”

Bio

Arron is an international student that knows the ins and outs of the international program. He is currently continuing his 5th year masters program at CMU.

Arron Zammit

22 • Poly Sci Student

Motivations

CONVENIENCE	*	*	*	*	
PERSONALIZATION	*	*	*	*	*
SOCIAL	*	*	*	*	*

Goals

- Share his experience
- grow a community of life long friends

Frustration

- feels like there are no resources for international students
- Not enough International kids to talk to

Frequently Used Apps



THE INNOVATION

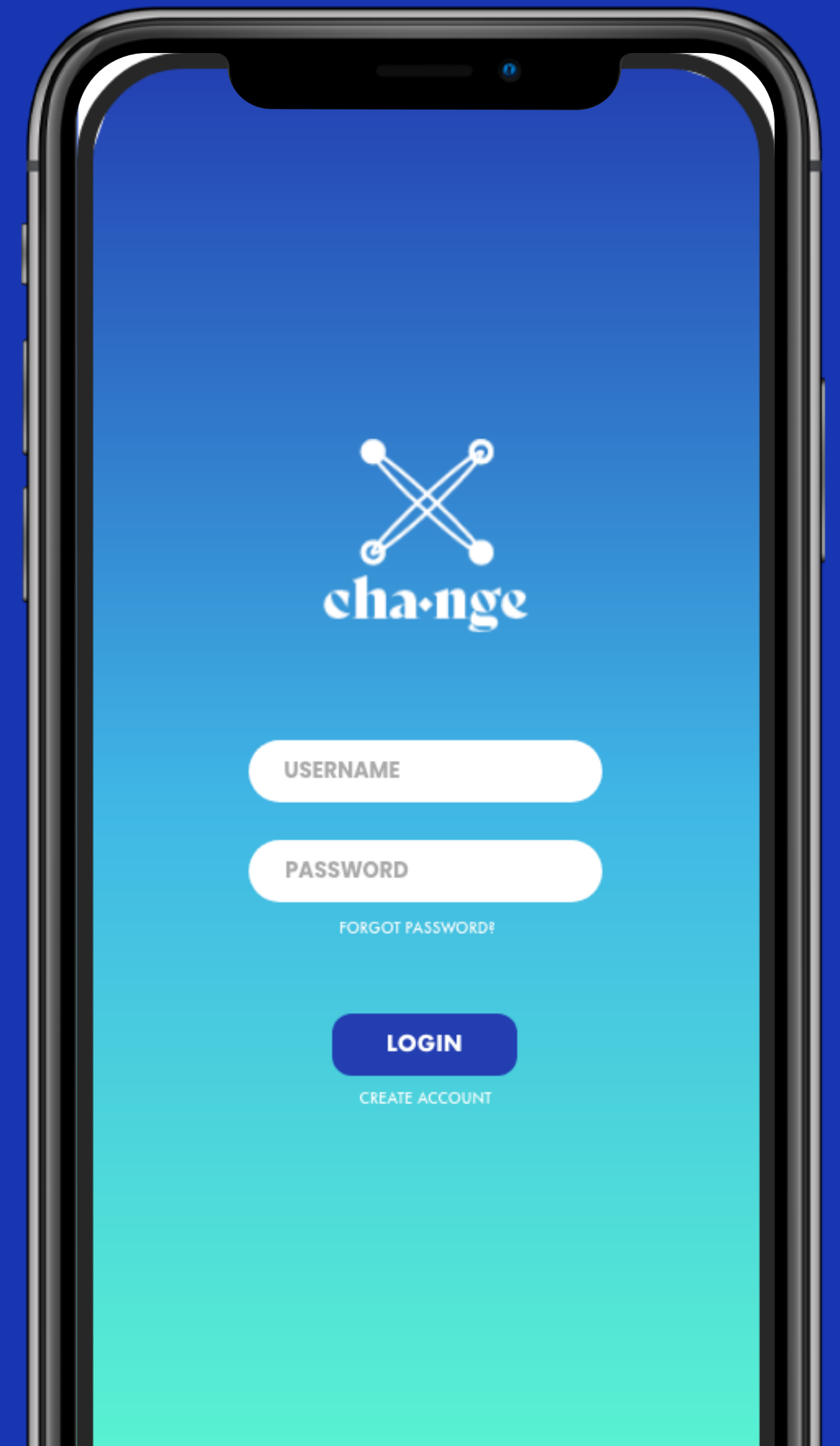
- Can you inspire us with the proposed innovation?
- Is the proposed innovation original?
- Can you make the case that innovation is valuable?



Translation into Practice

Partnerships and Digital Advertising.

Join forces with exchange programs, universities, and international schools to provide a more in depth guide to the exchange student lifestyle. Promote Xchanged app on social media platforms to expand reach.



Generating a Presence Online



Instagram

Stories/Reels/Posts

Produce well-rounded content and build following for the brand. Display features and benefits of the app.



Facebook

Posts/Stories

Develop more visibility which will boost traffic on the app. Prime platform for hitting target market.



Tik Tok

Videos

Quick tutorials on how to navigate through the app and show first hand user experience.

Business Model

Freemium

- **Value:** safely connect foreign students in America
- **Target market:** exchange & international students (Rutgers, Princeton, TCNJ)
- **Creation:** employ app developers
- **Marketing/Promotion:** social media platforms
- **Partners:**
 - Education USA
 - National High School Model United Nations (NHSMUN)
 - Test of English as Foreign Language (TOEFL)
- **Distribution Channels:** email, phone call, word of mouth
- **Revenue streams:** social media, donations, advertisements via google ad sense

CHALLENGES

Feasibility of technology

Competitors

Where does Xchanged fit in?



Challenges Continued



ILLUSTRATION: MACROVECTOR/GETTY IMAGES

A/B TESTING



ENSURING VERIFICATION



COVID 19

FUNDING & PROJECTION

- Can you provide some initial projections on projected revenues and expenses for the near and longer term (not overwhelming detail, just a working sense).

API worth with full target audience (10 million), half target (5 million)
Rutgers alone (\$35,000, 7000 students)



Your potential annual revenue

This is an estimate and should be only used as a reference.

\$ 6,528

Get started

Google Ad Sense

MAU 50000

AWS EC2 & RDS

amazon



 on premise

 scalable & cost break





What are we paying for?

- Traffic
- Security
- Domain

Developers

- Database
- Security
- Cloud Computing
- Full stack

\$200,000



Questions?