Creative Brief- Student Orientation(Group 3: Bryan & Winnie)

Background - What is the overarching problem we are trying to solve here?

      The overarching problem would be the connections/ separations between the majors when it comes to events or even student life.

Target Audience - Who is the audience? Or audiences we are trying to reach?

      The audience could be new students to City Tech as well as current students at City Tech.

Key Message -
- What should a new student DO/THINK/FEEL during and after Orientation/Welcome Day?
  - A sense of Community and an understanding of City Tech in general.
- What do you know now, that you wish you knew when you started at City Tech?
  - The different resources that different departments offer are available for students.

Objectives -
- What should the Orientation experience and materials include?
  - AR Application, Information from different majors/departments, and a list of all the resources available to students.
- What should the day/experience look like?
  - The students would be separated into groups, each with a current student. With the AR app, they will follow the instructions that will lead them to different parts of campus. With each department or building, they will gather information from staff or students in that resource/ place.
- What information/feeling do we want students to leave the Orientation with – or access independently, if they don't attend Orientation?
  - To feel knowledgeable about the resources that are available on campus despite not being able to attend the orientation.

- What actions do we want students to take after Orientation – or in their first semester of school?
  - More engagement with the resources/events and with student life on Campus.

Deliverables Solutions -
- Describe in detail the solution and final product
  - This is an AR scavenger hunt that will lead the students through the campus and shows the student the different resources available, while also presenting them with important information needed in their student life. The students will be paired up and led by a current student that will supervise and assist them The app will be a collaboration between different majors and departments.
- **Final Product**
  - Ar App that helps students explore campus, obtain information/resources, and see other departments.
    - Signage representing each resource/department with important information.
  - Pop-up booth at School Events advertising app and allowing other students to experience the Ar App

Schedule and Tasks -