DIGI EDU HACK 2023

DIGIEDUHACK SOLUTION CANVAS

Title of the solution:	Choice
Challenge addressed:	Increase the participation and commitment of the community in the educational process
Team name:	IDMath
Challenge category:	Challenge 2

Solution description

Please describe your solution, its main elements and objectives as well as a brief implementation plan with some key overall milestones, resources required and eventual barriers foreseen. What is your final product/service/tool/activity? How could the solution be used to enhance digital education in the your challenge area? How could the successof the solution be measured? How will the solution provide benefits to the challenge owner?

Our solution is to create a dynamic orientation platform completely asynchronous where the 6 career areas of Tecnológico de Monterey are reflected for free. On this platform an initial diagnostic exam will be carried out when choosing the first area to work on in order to place the user based on their prior knowledge. Next, the modules and exercises need to be completed to take the final exam of the area worked on are displayed. At the end of this step with each area, the graphic results are displayed with their scores. The free version ends here.
Our objective is to allow the user to have a dynamic taste of each general area and for the student himself to find his tastes and preferences.
This solution improves digital education by having a concrete answer that is easily accessible to the public. By making this platform accessible it allows us to measure the performance of the page and evaluate success based on statistics of students determined in their career choice and initial performance. Also the change in statistics of students who finish university. Choice would benefit the owner of this challenge monetarily, certifying students interested in participating in the paid version, bringing people to Tecnologico, promoting careers.

Context

What is the problem you are facing?
What is the challenge that you are solving?

"Between 30% and 40% of young people make mistakes when choosing a career, according to psychologist Rocío Díaz"Milenio (2022)

"80% of young students do not know what professional career to study when they finish school." (Mía Rios, 2019)

"According to the Universidad Nacional Autónoma de México (UANL) , 7 out of 10 high school students do not know what university major to choose and, once they decide, between 30% and 40% of young Mexicans make the wrong choice." (2016, Preparatoria Panamericana)

Target group

Who is the target group for your solution?
Who will this solution affect and how?
How will they benefit?

Our users are middle and high school students who are indecisive about their career choice or are interested in finding out which area they most likely to have a better performance based on their abilities and interests.
This solution benefits students, parents and universities, lowering the statistics of students who do not finish university or change careers. It provides more security to students and parents by having basic information before making a decision.

Impact

What is the impact of your solution? How do you measure it?

The expected impact of our solution is that the students who use "Choice" will be conscious of their passions and strengths, have a different and positive mentality about their vocation, and have a complete picture of the available careers and what they can expect to be, do, and get. We will measure this by comparing the statistics about students who don´t know what to study, change their careers, or don´t finish before and after the website was launched. This will be done by executing a study and a recollection of data, which we, as data scientists, will analyze to see the magnitude of the impact. Also, we are interested in allying with Tec de Monterrey as part of our business model, and it is expected that this will encourage and attract students to try and want to be at this university. Finally, the impact will also be analyzed through the success of the website itself and the paid version.

Describe it in a tweet

Describe your solution in a short catchy way in maximum 280 characters

Website that provides diagnostic tests to guide and give information about their skills and linkings. It places you in a specific level and provides a course at that level.

Innovativeness

What makes your solution different and original?
Can anything similar be found on themarket? How innovative is it?

Our solution is original since we are based on evaluations that only provide you with the career that suits you, however, our platform offers teaching, mentoring and exercises in a dynamic way, curricular certificate and stories from people close to you with comments and career recommendations.

Transferability

Can your solution be used in other contexts?
What parts of it can be applied to other context?

In the future we might apply it in another context, however right now the only vision we have is the one involving educational purposes with the careers that Tecnológico de Monterrey has to offer.

Sustainability

What is your plan for the implementation of the solution and how do you see it in the mid- and long term?

Our plan is to use a web site, to take the tests and courses, that will be published in facebook to let the parents know about it and encourage their children to be part of our plan. In the long term we will give talks and events organized to encourage more parents and young ones to use our services. Including other countries and ethnities.

Team work

Explain why you are the perfect team to develop this work and what are the competencies you all bring in so the solution is developed successfully. How well did you work as a team?
Could you continue to work as a team in the future?

We worked really well as a team, as prior friends, we knew each others abilities and plan to continue working together in a future. We study the same career, we help each other grow and successfully finish this assignment.

European Commission