DIGI EDU HACK 2023

DIGIEDUHACK SOLUTION CANVAS

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

Choice is a dynamic orientation platform completely asynchronous where the user gets to experiment on the 6 career areas established by the Tecnológico de Monterey for free, with the objective of allowing the user to have a dynamic taste of each general area and for them to find their tastes and preferences in order to make the best decision possible about their career path.

On this platform, after creating an account and having a quick preview of every module to choose from, the user picks a module to start exploring on, and completes an initial diagnosis examination in order to place them in 1 of 5 levels based on their prior knowledge. Next, the module displays different areas of the career path chosen to complete a series of exercises with their corresponding explanation for the user to experience it, along with quick surveys to evaluate the user's interest about what they're learning, and then, a final examination is completed, and the user heads out to the next module until the 6 ones are completed. By then, **Choice** will have three results about the user's strong areas for them to elevate their confidence about their career choice: Strong learning, strong dominance and strong liking; and that ends the free orientation course. Finally, the user has the opportunity to take a paid certificate of introduction to the area they prefer, with the same structure as the original free course, but with extra benefits like recorded classes from experts, and testimonies from students, all of those related to the area chosen.

We plan to implement **Choice** firstly in a beta group of high school students from various institutions, through interviews and testing their results and how much clearer is their career path decision within their experience initiating university, we will both increment the population with access to **Choice** until it's completely out on the internet, and measure its efficiency and effectiveness.

Choice improves digital education by the simple fact of being an online course in the reach of every person capable of creating an account in it. Although, its simple implementation and effective clarification can't guarantee none eventual barriers, like lack of promotion from high schools, problems with the university endorsing our paid certificate, along with exclusivity problems if we don't plan in advance what the university, challenge owner and ourselves get from launching **Choice**.

Speaking of them, **Choice** would benefit the owner of this challenge both in capital and statistics, one as important as the other, and both provided by the research project we propose to open along with **Choice**, and the income given by the paid certificate option in the platform.

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 impact will be measured by comparing the statistics about university desertion, career change and the student's confidence when making their career path decision, all that before and after Choice; this will be done by opening a data analysis investigation project along with Choice, that will take the information recollected by Choice every year when a new generation is about to enter university and another is about to end its first year in it.

We are also interested in having alliances with universities to make the implementation and data collection easier so we can start measuring the impact that Choice brings as soon as possible.

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)

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

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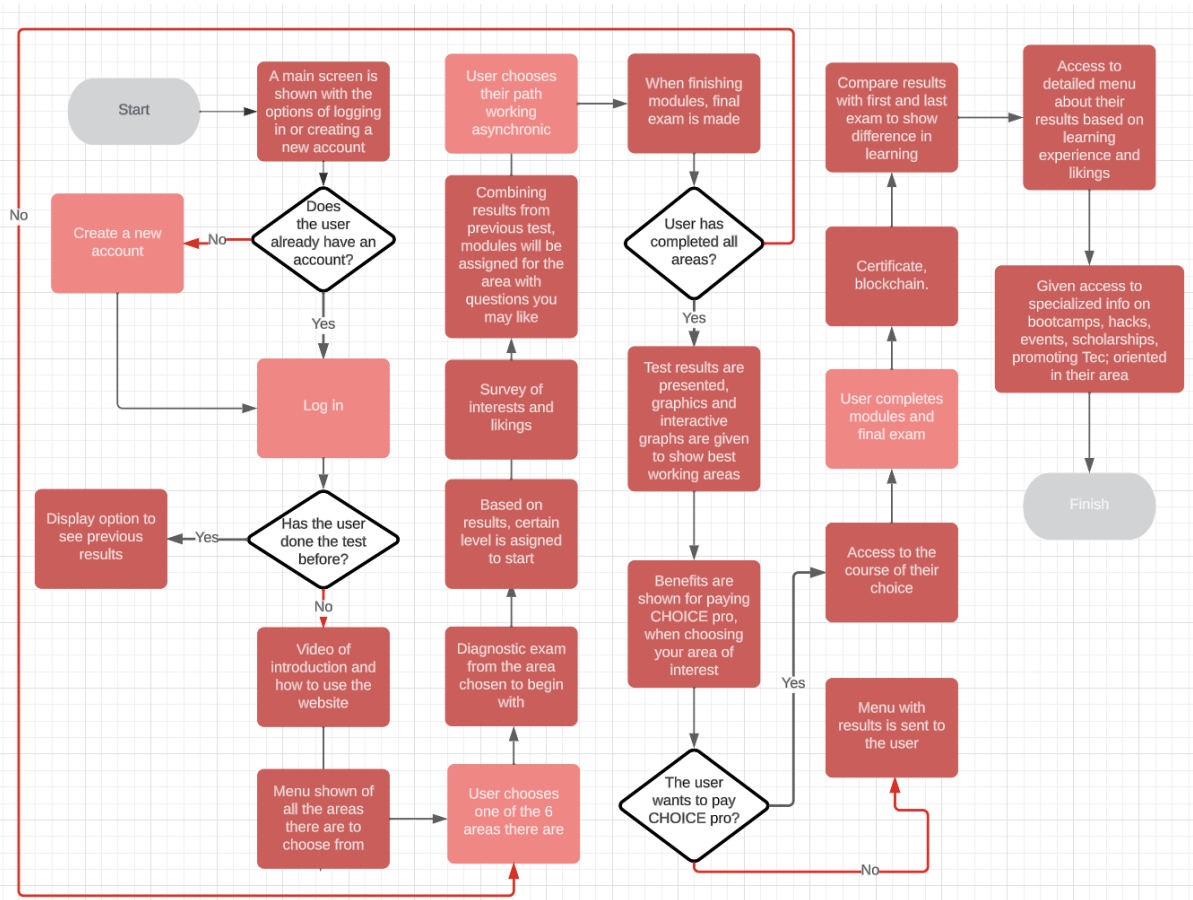
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Prototype

choice

Módulos

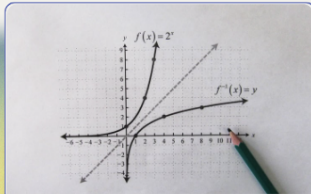INGENIERÍA | HUMANIDADES | ARTE | CIENCIAS POLÍTICAS | NEGOCIOS | MEDICINA | MI PROGRESO
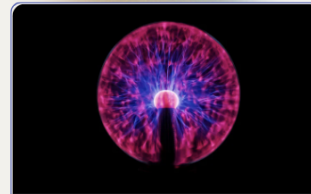

Matemáticas

100% COMPLETADO

Química

👤 SIGUIENTE:
ESTADOS DE LA MATERIA   30% COMPLETADO

Física I

👤 SIGUIENTE:
ELECTROMAGNETISMO   50% COMPLETADO

→

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choice

Módulos

INGENIERÍA Y CIENCIAS | HUMANIDADES | ARTE | CIENCIAS POLÍTICAS | NEGOCIOS | MEDICINA | MI PROGRESO

Ingeniería y ciencias

MATEMÁTICAS
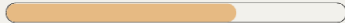
COMPUTACIÓN

FÍSICA

QUÍMICA

TERMIN___ ___
MÓDULO P___ ___ER
TUS RES___ ___S
FINALES

- Ingeniería y Ciencias
- Humanidades
- Arte
- Ciencias Políticas
- Negocios
- Medicina

¡Felicidades!

Haz terminado el curso orientador

Continua preparándote para tu futuro con un Certificado extendido por el Tecnológico de Monterrey en uno de nuestros cursos especializados.

$800

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Especialización

Adéntrate en el **módulo de tu interés** para experimentarlo como parte de tu futura vida universitaria con un **certificado de Introducción**, contarás con **beneficios** como testimonios de estudiantes, clases hechas por maestros **y mucho más.**

Unirse