Major Explorer

Kick start your major exploration!

Problem Space

Choosing a major is by no means a straightforward and easy task. We found only a minority of first-year students use the academic advising services, while the rest relies on themselves to figure out which of the 122 majors available at UW is right for them. This can be a stressful and challenging task for the first-year students.

Solution:

Major explorer helps first-year undergraduate students at UW kick-start their academic planning in a thoughtful and personalized manner. It facilitates an individualized and methodological self-reflection and major exploration process.

1. Explore majors your way
Reflect on personal interests and traits, and explore recommended majors that are right up your alley.

2. Make meaningful connections
Making connections between your personal traits and aspirations and different academic programs.

3. Kick-start advising meetings
Gain a framework of reflection and build a common vocabulary for discussing interests and academic systems with an academic advisor.

We learned that students want personalized support to explore suitable academic programs, but often put off seeing an advisor.

Literature review, Expert, User interviews

We established a methodological process for self-reflection and major exploration, and brainstormed ways to support this process.

Brainstorming, Storyboarding, Journey mapping

We explored different aspects of the process: content, support, and use of student data.

User flow, Wireframes

We translate user feedback into design improvements that give users more flexibility and control, and encourage deeper reflection.

Prototyping, Usability testing