



**Transferring schools is a big decision. We want to help ease the transition.**

Shift assists transfer students to better adjust to their new environment upon arrival on campus.

# SHIFT

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## Overview

We developed an app to address social homelessness among transfer students on the UW-Madison campus.



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## User research

We interviewed transfer students on the UW-Madison campus to hear about their experience.

We gathered feedback on the available resources for transfer students to locate the need for an app and its specific features.



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## Key findings

- 1 Number one concern among transfer students was making friends on campus
- 2 Students felt the programming provided by the university was too formal
- 3 Students wished they were provided with campus recommendations



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## App features



### Events

Engage with other transfer students through hosting or attending events



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## App features



### Discover

Explore suggested spots  
on campus with user  
generated reviews



## App features



### Maps

Notify connections of nearby location to initiate conversations



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## App features



### Connections

Meet other transfer students with interest based profile matching



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