

## Project Statement

Re-envision the Autodesk Education Community and propose a new “community” model relevant to Autodesk and our student and faculty customers.

## The New Vision

### A space for developing skills

Every student who interacts with the community should accomplish something they previously could not.

### A safe place to explore

It should be a “playground” for students - a safe place to explore design and develop skills in Autodesk software.

### Focus on students, not Autodesk software.

The focus of the website is on inspiring students to realize the possibilities of what they can do - not on Autodesk products. Instead, the community will treat Autodesk software as the premier tool to accomplish students’ goals.

## The New Concept

The new website is a commons of student-posted content of four types: project, tutorial, question, or media. Students are encouraged to post anything, from their learning process to their class projects. All content is collected in a single, filterable, personalized feed for users to discover and explore. The site hopes to foster creativity and encourage users to get more involved.

## Student Experts Program

Develop a deep understanding of the Student Experts Program and provide recommendations and insights on improving the Community and Professional Development components of the program.

### Community Recommendations

#### Give the community a professional focus

Student Experts want to separate the work they do as part of the Student Experts Program from the rest of their busy lives.

#### Allow Student Experts to log their work

Make activity logs that are viewable by the Student Experts community to recognize and encourage exceptional work.

#### Make the Student Experts website about the experts, not the program

Redesign the site to focus on people rather than the program in order to build community and increase website usage.

## Design Principles

### Focus on the possibilities of students

By focusing on the work of students, students will discover the possibilities of Autodesk’s products, and they will become inspired and motivated by seeing their own potential.

### Develop student skills

Every student who comes to the Education Community should be able to accomplish something tomorrow that they could not today.

### Make a playground for students

The Education Community should be a safe place for students of all skill levels to participate.

### Encourage all kinds of done

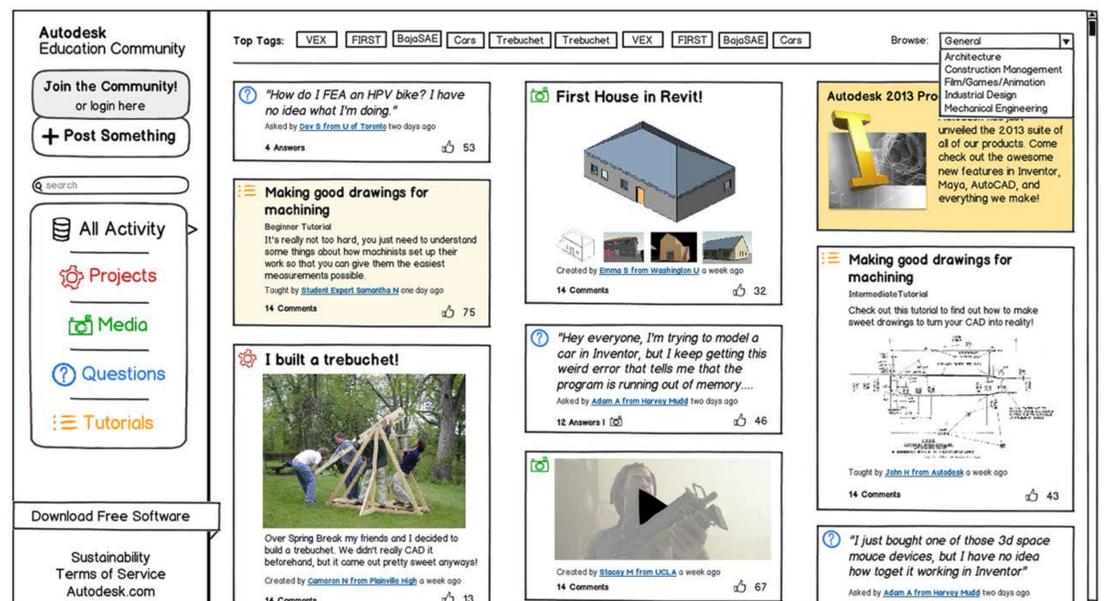
Students have a wide and diverse range of goals. The Education Community should support all goals within that range and acknowledge differences in how students complete projects.

### Make Autodesk’s presence authentic and personal

Students should interact with Autodesk employees on the site, not the abstract identity of Autodesk as a company.

### Have one central destination

All Autodesk materials related to students should drive them to the Education Community. Other presences such as Twitter and Facebook should drive students to the core site.



### Professional Development Recommendations

#### Promote Student Experts to employers and industry

Increase awareness of the program to help connect Student Experts to job opportunities.

#### Help Student Experts develop professional identities

Assist Student Experts in translating their skills and abilities into resumes and other forms of professional identity.

#### Connect Student Experts with each other and alumni

Foster and facilitate connections amongst Student Experts and program alumni to encourage networking and identify job opportunities.

#### Showcase Student Expert projects online

Showcase projects in a way that tells the stories of the Student Experts behind them.



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