Redesigning the Education Community website

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.

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.

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.

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.

Adviser: Lawrence Neely
Liaisons: John Heifin, Kathleen O’Sullivan
Team: Jeffrey Atkinson, Zachary Brass, Christopher Galliello, Matthew Huang, Christopher Marra, Nicholas Monge, Steven Zhang