

Tutor Onlife

When looking at university education, we see two things occurring. On one hand the pressure on students to graduate within the normal study period increases and on the other hand it is asked from them to be independent earlier in their lives. A lot of influences affect a students' study period, such as the house he/ she lives in, a student job, the amount of study hours in the library, the amount of drinks in the bar, and many more. However despite the countless books on study methods and best ways to survive student life, we were never able to personalise the advice to a student. Tutors try to play this role, but the Universiteitsraad has been working on better approaches as they have until thus far been unsuccessful. Meanwhile there is a lot of data available on Osiris, which is not being used for the better.

Our proposal therefor is to connect study results to lifestyle in order to provide insights in best practices to students concerning study methods. There is already a lot of data available from all sorts of applications, which could and should be used for the better. We want to collect data from a students' lifestyle (hours of sleep, hours in library, number drinks, social time, etc etc) combined with his/ her study results from Osiris in order to provide the best *personalised* overview possible. Our app holds the mirror before the students' eyes and allows him/ her to make an objective comparison and thus provides the opportunity to improve.

The business model can work in two ways. The app will always be for free, but you will be able to collect more and better data by buying measuring apps which automatically share data with our app. The free version requires manual input of data and is thus more time extensive. The advantage is that most students often already have apps like these installed and are thus likely and eager to buy more. A second way to monetize would be to connect the applications to companies interested in aiding students in their development etc. Simple advertisements focussed at aiding students when the app discovers that they have trouble focussing during studying or books on how to overcome issues with roommates.

I have two types of clients in mind. On one hand we have the tech savvy student who is already tracking his data – possibly without knowing – by using Foursquare, Facebook, Runkeep/ Evy, and more. On the other hand we find the student who lacks the ability to gain high marks without knowing why. The first will be an easy adapter and the value lies in the possibilities of the technology, while the value to the second will help in study performance.

To summarize: Tutor *onlife* provides personalised insights in the relationship of study results and student lifestyle as a tool to improve a students' career.

The market will at first be pilot-based in Utrecht as a connection between Osiris and the application will have to be made. A successful follow-up will be nationwide with connections to all universities. For the pilot I will be able to target 30.000 UU students (uu.nl) of which 75% have a smart phone (cbs.nl). I expect 10% of them to be tech savvy students (2.250) and another 25% to be of the second client type described (5625). Nationwide this accounts for 250.000 WO students and 425.000 HBO students, results in 67.500 tech savvy and 168.750 students of the second client type. This can be easily scaled to other countries, though this would require more effort to get university data.

The first steps in random order will be to (1) get the university to make the study results sharable for the students, (2) create a shortlist of activities belonging to the lifestyle of a student which may have an influence on study results – use wild safari, survey, brainstorm- , (3) find applications which have the opportunity to automatically share data with Tutor *onlife*, and (4) get an app developer to work on the first, simple version asap. The team consists of an app developer, Jennifer Parramore (not involved at this point due to her involvement in StudentsInc), and John Scholten. Furthermore we need a student trial panel, tutor board, and a sales person to get the app connected to all sorts of products. NB. The app does not give advice, but provides the lead for improvement.