



RoblUGA

Campus Recruiter

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Team RFD - Ryan Fernandez

Project Brief

PROJECT PITCH

The purpose of this project is to expand the number of students enrolled at The University of Georgia and to recruit new students by incorporating a digital twin of the university into the metaverse. We will be able to target the demographics and age groupings of the audience we need for future enrollment by utilizing the gaming platforms that prospective students actively use.

Roblox, which has 54 million monthly active users, is a good fit for our intended audience because the platform enables a certain amount of realism and comes equipped with a gaming engine that makes it simpler to build surroundings replicating the college campus. By utilizing a game platform such as Roblox, the building of the university will be able to be scaled in a manner that is comparable to how the university has developed and grown since it was first established.

Because of this scalability, there will be opportunities to collaborate with student organizations that are located off campus as well as local companies in order to promote the activities of the clubs or sell merchandise to a userbase that is expanding. This new type of virtual economy is referred to as the metaverse economy, and it has the potential to generate a diverse range of revenue streams. According to some estimates, it has the potential to become a market worth \$800 billion in just two years, and it has the potential to contribute \$3 trillion to the global economy in the next ten years.

DEFINITION, JUSTIFICATION + EXPLORATORY

RESEARCH

Part 1

Purpose statement : for the University of Georgia to have access to a one-of-a-kind resource that will aid in the recruitment of prospective students and set the institution apart from others in the field.

This product is particularly unique to the recruitment area, since there are very few other products in the country that are identical to it. It is an innovative approach to addressing several issues that need to be addressed by the various stakeholders involved in collegiate recruiting.

Part 2

Competing for a small number of students has always been difficult for universities. Recruiting and admissions offices are under more pressure than ever before to increase student enrolment. These are some of the most pressing problems do today's institutions of higher learning need to address.

1. Competition worldwide: Schools have never competed so hard for candidates. Websites and applications have made applying easier. Students can utilize a service to fill out one application and send it to many colleges with the click of a mouse. 30% of high school students apply to 7+ colleges. With so many applicants, it's harder for colleges to reach out to each prospective student, and students are less invested in each institution.

2. Enrollment decline: Most high school students want a college or university degree. As society emphasizes trade schools and specialized education, fewer students enroll in four-year colleges. College enrolment has declined for 8 straight years.

3. Student financial hardship: College fees have increased in recent decades. Private and public four-year tuition has quadrupled since 1990. Many students have turned to online courses, community colleges, and trade schools. This surge in expenditures has led to more student funding and loan options, many with cumbersome application processes. Financial aid questions from students are up. Financial aid offices aren't open 24/7 and school websites might be difficult to browse.

Many members of Generation Z, the first really digital generation, still have a ways to go before they can enroll in college. Sixty-one percent of Gen Zers are still in high school, so it's important for educators to find ways to communicate with them using the channels and at the times they find most convenient.

Providing the kind of continuous, real-time experience that today's high school students have come to anticipate is becoming increasingly challenging as universities struggle to attract and maintain quality professionals in admissions and recruitment. Universities and colleges have found that automation and technology can help with this issue.

Part 3

The concept of the metaverse has been around for some time, and it has grown in popularity thanks in large part to the rise of immersive gaming worlds. Simply said, the metaverse is a shared online environment that hosts an ever-expanding variety of digital activities. It includes both purely digital settings and those in which the real world has been augmented by technology. The rapid development of these various "worlds" enables people, in the form of avatars in certain cases, to have both familiar and novel experiences. The metaverse uses cutting-edge technology like AR/VR, 5G, AI, and the cloud to make these kind of experiences possible.

While we expect some of the metaverse excitement to go down, the money coming into the industry will likely keep it moving forward, with a focus on "augmented life" and "isolated generation" use cases. However, enough progress will be visible to make this a significant part of any forward-looking plan for retail enterprises, even if the restrictions that currently exist may limit the extensive metaverse involvement that some dream for. It's true that many have already begun exploring ways to profit from the myriad retail-related use cases of the metaverse.

Consumer-facing ventures include NIKE's branded NFTs and Forever21's virtual storefront in the metaverse. Examples of immersive marketing utilizing augmented reality to create one-of-a-kind encounters are also plentiful. However, there is more to the metaverse than just interactions with customers. As an added bonus, this technology is also being used to improve efficiencies and enhance employee experiences. Digital twins are being used by companies like Unilever to generate replicas of their factories. Volvo built an online driving simulator to perform ethnographic studies in a controlled setting. In addition, the epidemic has spurred a rise in the use of cutting-edge methods of virtual training, employee onboarding, and mentorship, all of which have been implemented in response to the need to keep valuable employees engaged.

Part 5

What exactly is ROBLOX?

To play games, people can visit Roblox, an online platform and marketplace. Instead of being a game in and of itself, Roblox is a platform on which users can enjoy games created

by others. This aspect is where it most resembles PC platform Steam rather than any kid-friendly internet game.

The fact that all games on Roblox are created by its players sets it apart from even a marketplace like Steam. Entertainment on Roblox is not limited to merely playing games, but also creating ones. Games like this aren't created by Roblox Corporation, but rather by the community. The website currently says that over 20 million games have been published by users.

Anyone, including young people, can make a lot of money using the service. Some game creators have reported making over \$1 million from in-game purchases and ads in only one year. Despite Roblox's freemium model, many young users still pay for in-game cosmetics with Robux. The Robux used in these purchases go directly to Roblox's developers. When a developer accumulates enough Robux, they can cash it out through a system called the Developer Exchange (or DevEx for short).

Roblox encourages users to create their own games. The system provides a venue for kids to realize their own video game concepts. It accomplishes this by giving a set of tools for creating video games that can be picked up and used by virtually anyone, even young children. Roblox also makes it simple to transform your invention into an online multiplayer game, so it's feasible for these creators to scale if a game becomes popular.

The games are scripted in Lua, a programming language that is more accessible to newbies. When using Roblox, creators can focus on making a game rather than worrying about technical details like server setup so that users may enjoy their creations in online multiplayer. Each designer decides for themselves how involved they want to be in the game development process.

Part 6

In addition to building a digital replica of the University of Georgia, I intend to design a set of NFTs that will enable a web-based shop from which customers can buy virtual goods.

Roblox's accessibility across a wide range of devices is one of its greatest strengths. In order to provide those who want it with a more immersive experience, I will activate virtual reality features in this version of Roblox.

PART 3: COMPETITIVE ADVANTAGE REPORT (CAR)

Market Justification: It's clear to anyone who's made it this far that conducting thorough market research takes more than a couple of weeks, and given that this is a living, breathing document, you probably already know that "This brief should serve as a repository for all new information gathered about your project, including research, findings, pivots, justifications, etc. Consider it a record of your project's progress." For this particular chunk, I plan to take you up on that offer.

PERSONAS

Cher



"No, she's a full-on Monet."

Age: **17**

Work: **Summer Internship**

Family: **Mom, Dad, Siblings**

Location: **Atlanta, Georgia**

Character: **Archetype**

Needs

- Good class selections
- Technology such as iPad, iPhone, and computer
- On-campus social events to meet people
- Campus spaces (indoor & outdoor) to study and do homework
- Easy food and amenities access

Multifaceted

Social

Curious

Leader

Goals

- Go to college with good academics.
- Social opportunities.
- Top of class.

Expectations

- Would attend in-person tour with parents.
- Would check out campus virtually if it was readily accessible.
- Might avoid others online, or only briefly engage.
- Wants college swag, particularly gameday gear.

Bio

Committed honor roll student involved in several extracurricular activities. Graduated in top 10 percent of high school class. Spends some time online during summer before college starts, when not working. Very excited for the transition to college to 'spread wings.' Would seek as much information as possible from different online sources to learn about the college and college life, and to prepare for next steps.

Behaviors

- Interacts with friends digitally.
- Engages with online platforms.
- Plays multi-player games.

Motivation to attend college

Where friends attend

Financial considerations

Athletics

Campus

College life

Pain Points

- Doesn't care about online gaming.
- Interested in VR, but not yet engaged.
- Would like to know what people look like in online platform.

Online Games



Zach



"I like school. It's just too bad classes get in the way."

Age: **18**

Work: **Student**

Family: **Mom, Dad, Siblings**

Location: **Loomis, CA.**

Character: **Archetype**

Needs

- Affordable Cost of Attendance
- Academic Majors Available
- Location, Location, Location.
- On-Campus Facilities and Amenities.
- Student Activities

Expected

Sports

Legacy

Incentive

Goals

- Enroll in a reputable college.
- Graduate from college.
- Receive a high-paying job after graduation .

Expectations

- Would attend in-person tour
- Would attend virtually to colleges not strongly considered
- Would want to engage with others online.
- Wants to buy college swag.



Bio

A student who maintains a high enough grade point average to be included on the honor roll while still taking part in extracurricular activities. A high school diploma was obtained while placing in the top 10 percent of the class. Throughout the summer before beginning their first year of college, he or she utilizes the internet for recreational purposes. In order for me to make well-informed judgments about my future, I want to do as much research as I can find online about the student experience at various schools and universities.

Behaviors

- Interacts with friends digitally.
- Engages with online platforms.
- Plays multi-player games.

Motivation to attend college

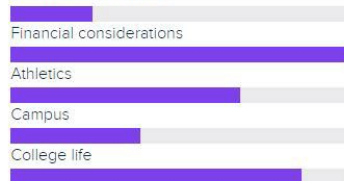
Where friends attend

Financial considerations

Athletics

Campus

College life



Pain Points

- Doesn't play Roblox.
- Doesn't play online.
- What is the Metaverse?
- MV needs high-end graphics.

Online Games



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