



Success Through Technology Education

Executive Summary

Community Partner

Joseph Sapien

Student Consulting Team

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Background

The Success Through Technology Education Foundation (STTE) is a nonprofit based out of El Paso, Texas in the larger [Borderplex region](#). STTE partners with teachers, schools and other local organizations to engage students with education and experience in entrepreneurship and technology. The foundation impacted approximately 3,500 students in 2019, most of whom were in the middle school and high school age range. One way STTE engages with students is through teaching the Lean Canvas, a strategic template for developing and documenting business ideas. With knowledge of the Lean Canvas students are empowered to channel their creativity into entrepreneurship.

Project Description

Project Opportunity

STTE faced a few challenges in furthering its mission to increase digital literacy, students entering STEAM, and participants in local entrepreneurship programs. Our team identified two primary challenges: lack of engagement with middle/high school students and teachers virtually, and difficulty tracking performance with appropriate KPIs for internal visibility and external communication with sponsors, partners, and donors.

Project Vision

We planned to clarify and streamline the current STTE app's primary function of helping students and aspiring entrepreneurs evaluate and explore their ideas—making the ideation phase of the entrepreneurial process fun and engaging.

Project Outcomes

We created Unicorn Academy, a cross-platform mobile application to both teach students about the Lean Canvas with videos and interactive quizzes, and to store student's business ideas, allowing them to complete lean canvases of their own. Our application integrates with a headless CMS that allows STTE personnel to modify all video, quiz and lean canvas content on the app as well as provide support for spanish language learners.

We have provided a set of documentation for the Prismic integration along with a video tutorial, ensuring that STTE personnel have the resources they need to effectively use the integration. We've also provided technical documentation on the structure of the application and its integrations with external APIs to empower future developers to improve upon our solution.

Project Deliverables

We have provided access to the codebase through a git repository. We also provided access to our technical documentation which covers Firebase and Prismic.

Recommendations

We recommend that the client develops a comprehensive understanding of the content management system, Prismic, deployed with the mobile app. Understanding the tool's capabilities will allow them to generate KPIs and data analytics to measure content engagement, which will help STTE find better ways to teach youth. We also recommend STTE further work with CMU IS students or contractors to further develop data analytics and AR capabilities. Lastly, standardizing a process for updating app content and further testing would benefit the client in their ambition to commercialize the solution long-term.

Student Consulting Team

Matt Buchman served as Technical Lead. He is a fourth-year student graduating in May 2021 with a major in Information Systems and minors in Computer Science and Philosophy. This summer will begin work as a software engineer at Old Mission Capital.

Shwetha Shinju served as Project Manager. She is a third-year student majoring in Information Systems with a minor in Computer Science. This summer she will work as a Software Development Engineer Intern at AWS.

Bennett Huffman served as client relations and design lead. He is a third-year student majoring in Information Systems with an additional major in Human-Computer Interaction. This summer, he will be a UI/UX Design intern at Samsung's STAR Labs.