

# **BOOK COVER**



# LOGO

Go Abroad.

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**"The core of a mans' spirit comes from new experiences."**

Jon Krakauer, Into the Wild

## About This Book

Here we describe what this book is about.







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Introduction  
Introduction

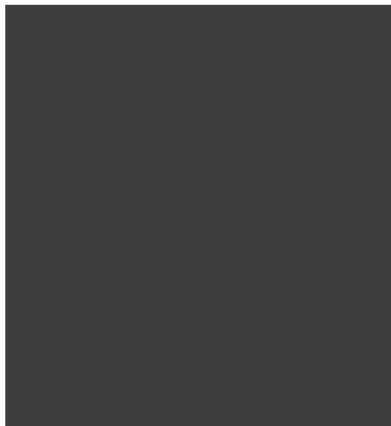


PHOTO

ARIS is an innovation -  
centered design firm  
which creates products,  
systems, and services  
to promote a globally  
conscious society.

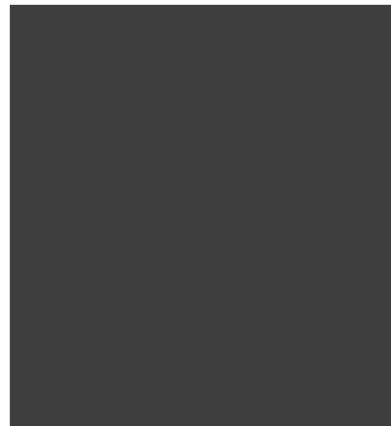


# Meet The Team



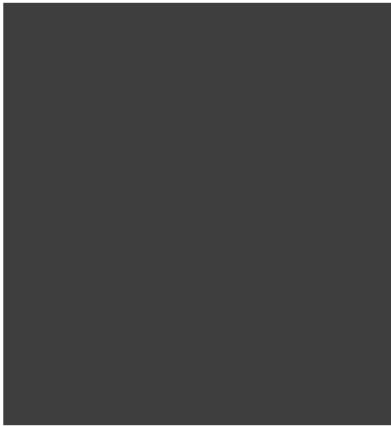
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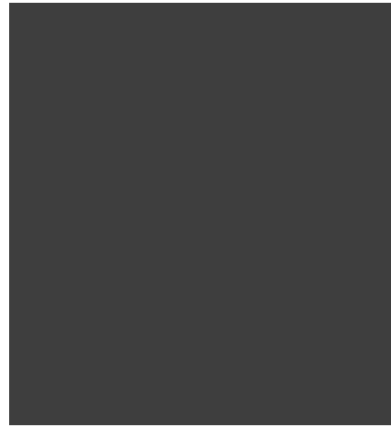
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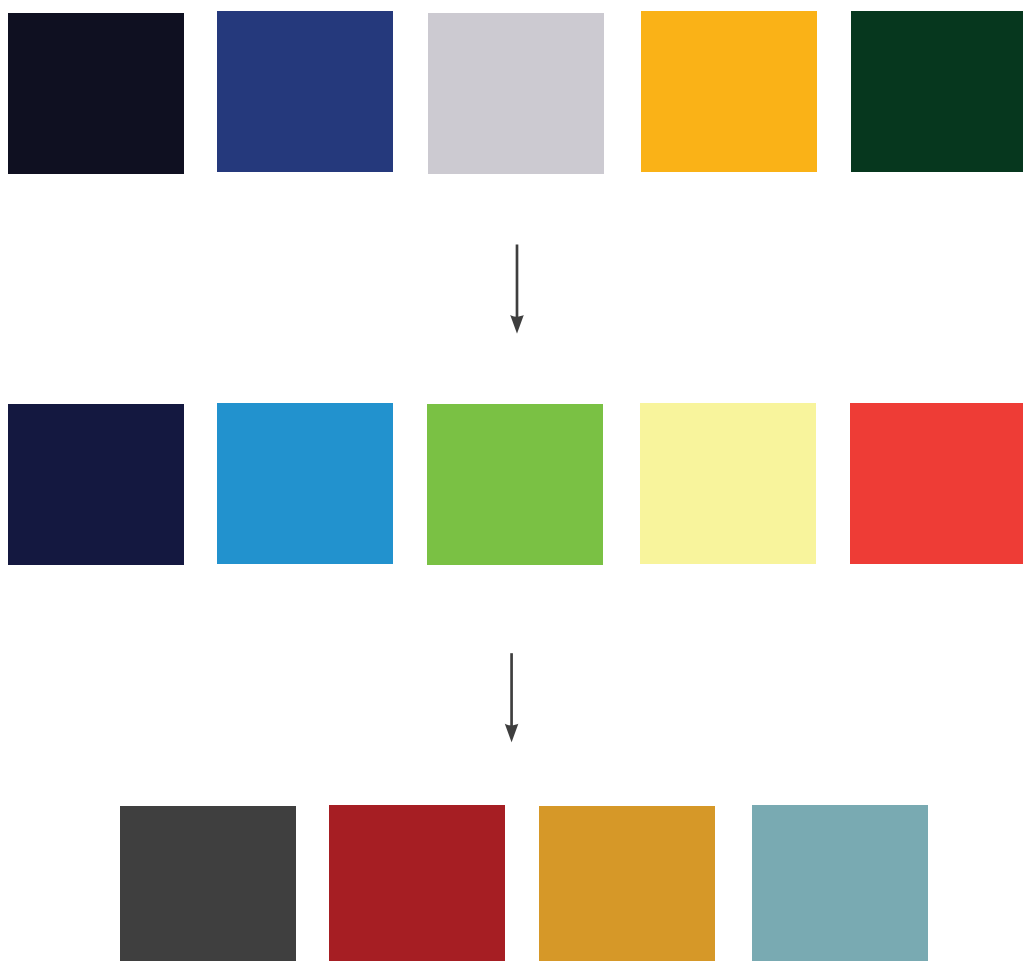
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**RACHEL MIRA**  
Creative Director

[about](#)

# Brand Exploration





Potential Logos



**ARIS**  
design

**aris**  
design

**ARIS**

*ARIS*  
design

**ARIS**  
design

Design Process

# **INFOGRAPHIC**



## **DISCOVER**

- Identify the issue
- Research: statistics, personas, existing solutions

## **DESIGN**

- Prototyping
- Creating

## **DELIVER**

- Solutions
- Implementation

Discover  
DISCOVER



# Brainstorming



Description



Description



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# Research



# Independent Abroad Experience Survey

Conducted from March 3rd to March 23rd, 2018

**74**

RESPONSES

**20**

DAYS

**10**

QUESTIONS

Have you had an independent abroad experience?



If there was opportunity and you did not go, what was the



Other Reasons: Lack of information, Safety, Lack of parental/guardian support, lack of time and etc.

**72%**

During the college

**24%**

The gap year after the high school graduation

Did anyone help you with your preparation to go abroad?

**35%** of respondents said **No**

**20%** of respondents each said **School, Friends and Family**

What did you gain from the international experience?

**Cultural understanding**

**Better skills for career goals** “Life long friendships!”

**Confidence/Maturity** “Languages”

“A better view on the world around me” “so many options for life.”

“A wider perception of what was available to me/life options”

What were the biggest challenges you faced while being abroad?



**“Greatest education comes from traveling.”**

**“ I realized I am capable of accomplishing a lot through testing myself living abroad.”**



# Timeline





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Present

# Systems Map



# Case Studies



We conducted several case studies





# Interviews



# Personas



# Consensus



Design  
Design





# Interventions



# Goals



# Opportunities



# Prototyping





Deliver  
DELIVER



# Distribution Strategy



# SWOT Analysis



# Pestle





# Reflection



Appendix  
Appendix



# Appendix

