

Introduction

KSU International University invites you to take part in a creative challenge: to design an engaging, interactive experience that captures students' attention and effectively presents its study programs in dynamic environments such as schools and study fairs.

This brief outlines the context, challenge, and expected outcomes of the project. Join us in shaping a new way of connecting with future students!

Challenge Title

How can we create an engaging, interactive experience that captures students' attention and effectively presents KSU study programs at schools and study fairs?

Context

KSU International University (Kazimiero Simonavičiaus universitetas) is a private higher education institution in Lithuania, focused on social sciences, business, law, aviation, and innovation-driven studies. The university is currently experiencing rapid growth and increasing international visibility, including recognition in European university rankings. At the same time, it is actively strengthening its admissions and marketing strategies, seeking more engaging and innovative ways to connect with prospective students and stand out in a competitive higher education environment.

The Challenge

Traditional university outreach methods - such as presentations and brochures- fail to effectively engage today's students, who expect interactive and experience-based content. This creates an opportunity to develop a more engaging, gamified approach that captures attention, communicates study options more effectively, and encourages prospective students to take action.

Target Audience

Students aged 16 - 19 (grades 10 - 12) who are considering their future study choices and actively consume digital content.

What type of solution would be most useful to our organisation?

- Concept / idea;
- Prototype or demo;
- Digital tool;
- Open to any type of solution.

Constraints & Requirements

The solution must:

- present 3–5 study programs
- be understood in 30–60 seconds
- last 3–5 minutes
- work in noisy environments
- include CTA
- be adaptable.

Possible Directions

A gamified MVP that can be used on: mobile devices (via QR code) tablets or laptops optionally with VR.

Expected Outcomes

A successful outcome would be an engaging, easy-to-use interactive solution (prototype) that can be effectively deployed in schools and study fairs, capturing students' attention within seconds and delivering a memorable experience. It would clearly present the university's study programs, encourage meaningful interaction and conversations with prospective students, and lead to measurable actions such as increased interest, inquiries, and registrations, while being cost-efficient and scalable across different events.