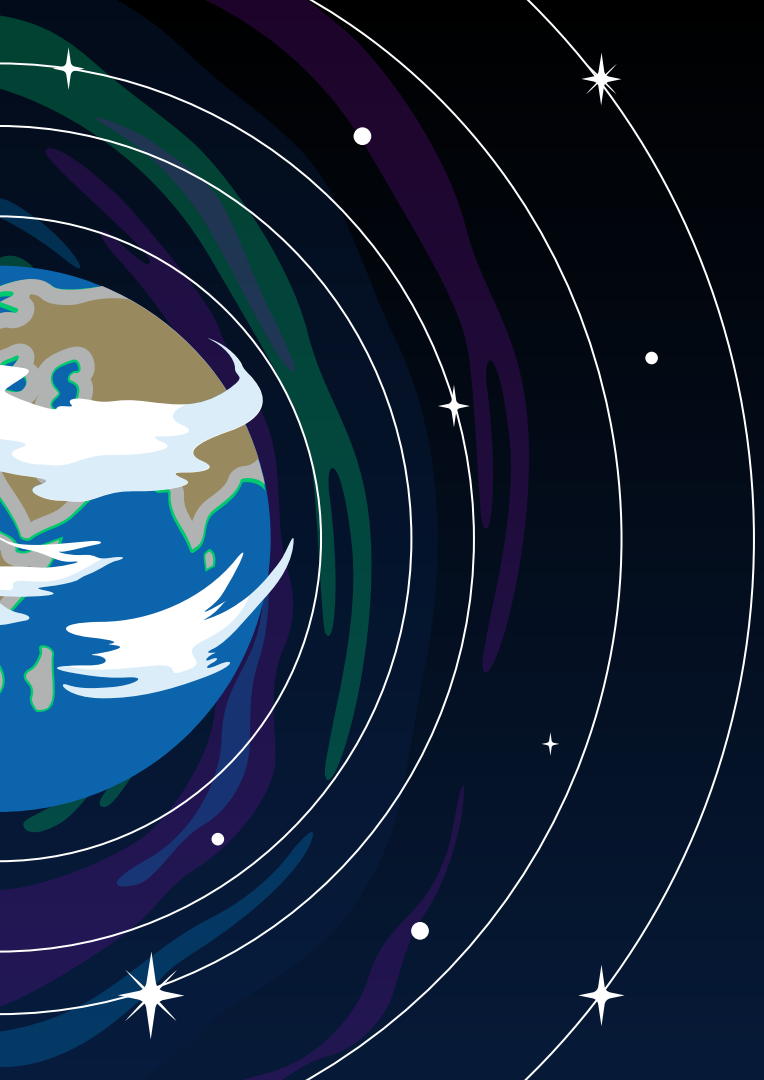
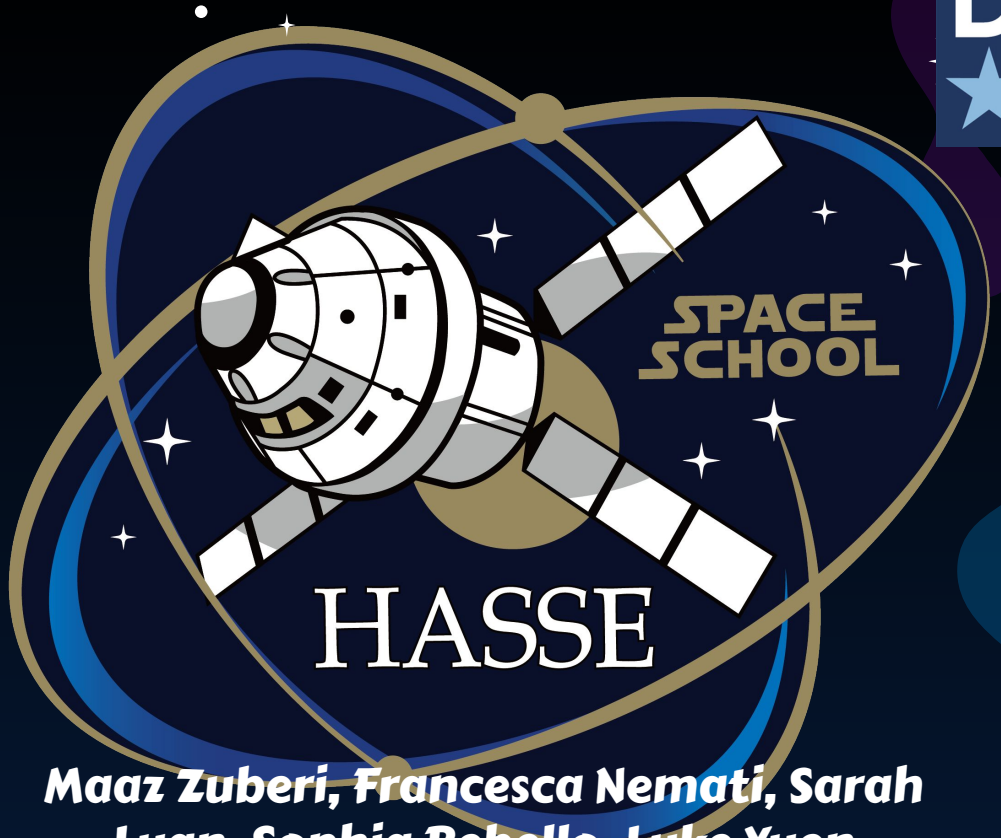




DF
A

Maaz Zuberi, Francesca Nemati, Sarah Luan, Sophia Rebello, Luke Yuen

HASSE Team

Francesca Nemati
McMurtry ‘26

Maaz Zuberi
Jones ‘25

Luke Yuen
Will Rice ‘25

Sophia Rebello
Will Rice ‘25

Sarah Luan
Jones ‘25

01 BACKGROUND

STEM summer programs boosted the likelihood of students **graduating college** by up to

33%

Still, students are **limited** to STEM education due to **narrow views of summer school** that students and families have

ABOUT HASSE

The Houston Association for Space and Science Education (HASSE) **inspires** and **empowers students** in **STEM**, particularly **space exploration**, by connecting them with **influential figures** and **showcasing career pathways**.

Home Virtual Mars GEN Videos SPACE SCHOOL Prominent Figures About Programs

Space School Virtual Program

"I met many foreign students and became friends with them, Space School enhanced my knowledge of Space!"

– **Cindy Cheng** | Class 2019 –

Educational Psychology and Counseling, National Tsing Hua University

Schedule time with us
powered by Calendly

MARS GENERATION

18, Alyssa Carson is the first to complete the NASA Passport Program, and being one of seven ambassadors who represent Mars One, a mission that aims to establish human colonies on Mars by 2030

Meet Alyssa at #hasseschool

"I met many foreign students and became friends with them, Space School enhanced my knowledge of Space!"

– Cindy Cheng | Class 2019 –

Educational Psychology and Counseling, National Tsing Hua University

Space School Virtual Program

Schedule time with us
powered by Calendly

Astronaut Dr. Leroy Chiao

Astronaut Dr. Franklin Chang Diaz

Astronaut Michael Fossum

Copy link

Astronaut Dr. Shalizhan Sharipov

Schedule time with us
powered by Calendly

ABOUT HASSE

Currently has strong connections internationally and with **University of Houston, Texas A&M,** and **Rice University**

Relies on **word of mouth** for students to learn about their programs

PROBLEM SPACES

Difficulty **connecting** with **high school students**

HASSE is looking to have **more established relationships** with local high schools

Users

Students

Parents, Teacher

User Persona –> Meet Isabella

- *A passionate high school student*
- *Dreams of an inspiring STEM curriculum*
- *Has limited access to opportunities in STEM*
- *Aspires to pursue a career in STEM and seeks experience*

STAKEHOLDERS

Schools

Greater Houston public & private schools

OUR PARTNERS AND ASSOCIATES

iVicon · RICE · Space Center Houston · U.S. Space & Rocket Center · UH

Community Partner

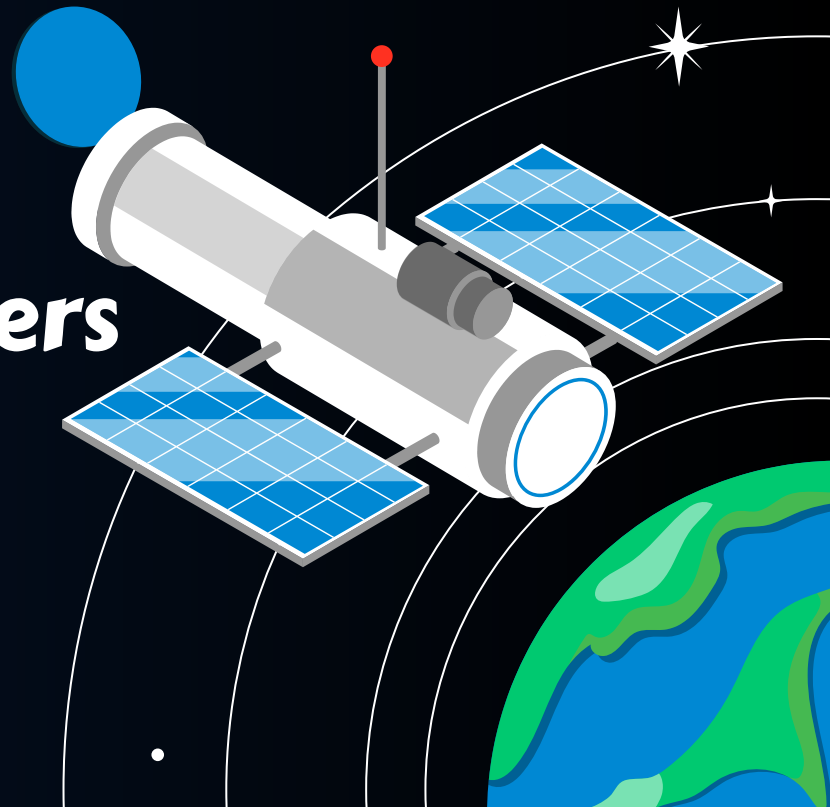
James CY L.

Co-founder of HASSE

02

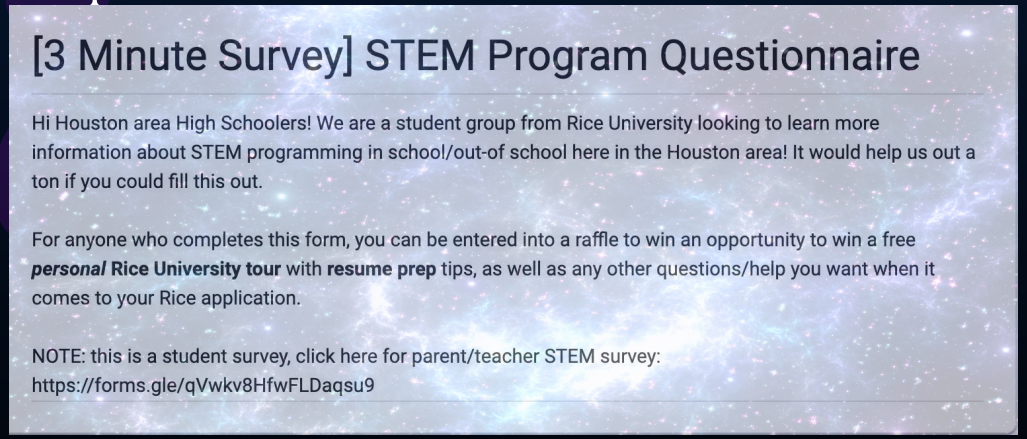
Learning About Our Users

INTERVIEWS & RESEARCH



How can we bring **external STEM education** programs to **Houston high schools**?

KEY INSIGHTS: USER SURVEY



[3 Minute Survey] STEM Program Questionnaire

Hi Houston area High Schoolers! We are a student group from Rice University looking to learn more information about STEM programming in school/out-of school here in the Houston area! It would help us out a ton if you could fill this out.

For anyone who completes this form, you can be entered into a raffle to win an opportunity to win a free ***personal* Rice University tour** with **resume prep** tips, as well as any other questions/help you want when it comes to your Rice application.

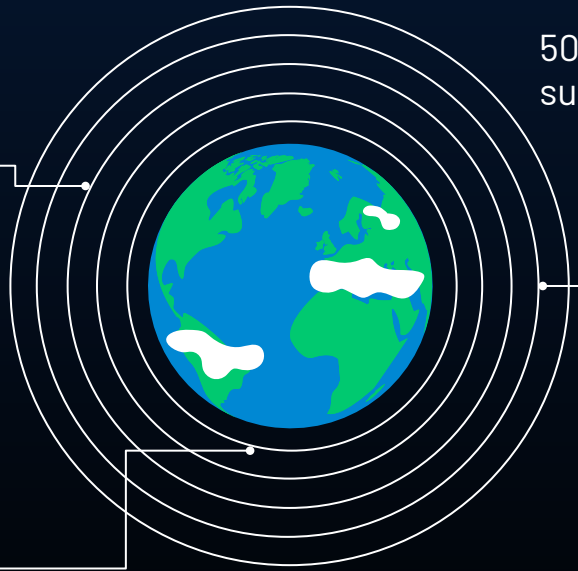
NOTE: this is a student survey, click here for parent/teacher STEM survey: https://forms.gle/qVwkv8HfwFLDaqsu9

- 12 Schools contacted
  - 5 student responses
  - 1 Teacher response
  - (Energy Institute High)

KEY INSIGHTS: STUDENT INTEREST

83% of students are interested in after school programs

50% of students are interested in summer programs



No real interest in a out of school program

NEW DRIVING QUESTION:

How can we develop a **personalized after-school STEM curriculum** that caters to individual students' learning styles and preferences, **fostering a deeper passion for STEM subjects?**

DESIGN GOALS

1. ACCESSIBILITY

How can we make HASSE affordable? How will students access the programming?

2. PERSONALIZED

Creating programming that is designed around the students.

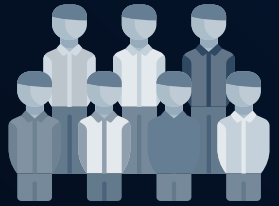
3. SCALABILITY

Future proofing the solution to meet the needs now and beyond.

MEASURES OF SUCCESS

SHORT TERM

one new program at a Houston HS where 20+ students attend

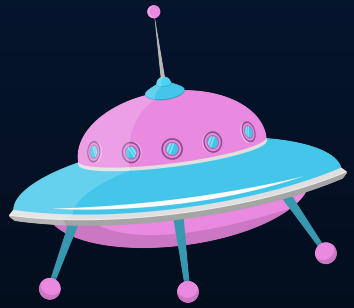


LONG TERM

25% increase in students attending HASSE summer program

PAST CHALLENGES

TRAVEL



STEM

FUNDING

ONLINE

INITIAL SOLUTIONS

CONNECT WITH YOUTH

REFINE CURRICULUM FOR DISTRIBUTION

WEBINAR LECTURES

THANK YOU!

What are some creative ways to connect with users?

What do we inspire passion in youth?