



# STUDY IN GERMANY

**Prof. Ullrich, Sebastian**  
Task 2

## **Group Task #2: KISS Website Brief**

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## Goal of Our Website:

Our website's purpose would be to provide specific details for aspiring international students as well as existing international students to ensure a steady segue into their academic endeavor in Germany. It acts as either a forum for professional consultations based on real life experiences, a pathway to find community or even, ensuring smooth integration.

Overall, this website is intended for international students throughout different phases into their academic journey, and as it is imperative to provide verified information, a thread moderator ensures the relevance of all articles to make sure the outputs are aligned with our brand.

## Our Target Group

**Primary:** Students from South Asia (ages 17–20) finishing their secondary education who are seeking affordable, high-quality international education.

**Secondary:** Parents in Pakistan who are the primary financial sponsors and decision-makers, focusing on safety, "Blocked Account" logistics, and long-term career ROI.

## Personas

### Persona 1:

Arjun Mehta | Aspiring Student — India

**Age:** 22

**Background:** Engineering graduate from Mumbai, planning a Master's in Germany

**Goals:** Find the right university, understand APS certification and blocked account requirements, secure a student visa

**Pain Points:** Overwhelmed by scattered information; unsure which sources to trust; anxious about the Ausländerbehörde process.

### Persona 2:

Fatima Malik | Current Student — Pakistan

**Age:** 25

**Background:** Enrolled at a German university for one semester; living in student accommodation

**Goals:** Navigate semester re-registration, find a part-time job, understand Krankenversicherung and BAföG eligibility

**Pain Points:** Language barriers in official letters; confusion about deadlines; limited peer network outside her home country.

### Persona 3:

Sandeep Singh | Refugee / Newcomer — Nepal

**Age:** 28

**Background:** Recognized refugee in Germany; completed Studienkolleg and aiming to enter a Bachelor's program

**Goals:** Understand which qualifications are recognised, how to apply with a refugee travel document, access counseling

**Pain Points:** Unclear pathway from asylum status to enrollment; difficulty finding information in accessible language

**Persona 4:**

Mr. Khan | Concerned Father – Anywhere from the World

**Age:** 52,

**Background:** Father and the primary financial sponsor. He values security, tradition, and financial safety.

**Goals:** He needs to understand exactly how the "Blocked Account" (Finanzierungsnachweis) works and if the money is safe from scams.

**Pain Point:** He is afraid of hidden costs and wants a practical checklist of what his child should pack from home (like spices or specific clothing) to save money during the first semester.

## Content Ideas

- a. Global Comparisons & University Applications
  - The Global Matrix: A data-driven comparison table (Germany vs. Rest of the World) focusing on tuition, living costs, and post-study work visas.
  - Admissions & Applications: A comprehensive guide to degree programs, APS certification, language requirements, application portals (uni-assist, Hochschulstart), and critical deadlines.
- b. Visa & Legal Navigation
  - The Visa Roadmap: A step-by-step student visa (§16b) application guide specific to German Consulates in South Asia.
  - Legal & Residency Guides: Instructions for Aufenthaltserlaubnis (residence permit) renewals, Ausländerbehörde (immigration office) appointment guides, and travel documents for refugees.
- c. Funding & Finances
  - The Financial Hub: A detailed breakdown of setting up a Blocked Account, paying semester fees, and a city-wise cost of living comparison (e.g., major cities like Berlin vs. smaller student towns).
  - Funding Your Studies: Information on scholarships (DAAD, Deutschlandstipendium), BAföG, and rules regarding part-time student work.
  - Everyday Banking: Guides on setting up a German bank account.
- d. Arrival & Life in Germany
  - The "South Asian-German" Survival Kit: A checklist of what to bring from South Asia (e.g., specific spices, essential documents, appropriate clothing) and a "First 30 Days" guide for arriving in Germany.

- Housing & Accommodation: How to navigate student dorms (Studentenwerk), shared apartments (WGs), and the private housing market.
  - Daily Essentials: Setting up health insurance, navigating public transport, choosing mobile plans, and supermarket survival tips.
- e. Community & First-Hand Experiences
- Community Articles: First-person accounts of key administrative milestones (e.g., Ausländerbehörde visits, Einwohnermeldeamt city registration, and university enrollment), thoroughly moderated for accuracy.

## What Makes This Site Special

Anyone who has gone through a key appointment or process — Ausländerbehörde, university enrollment, blocked account opening — can submit a structured article describing exactly what happened, what documents were needed, what to expect, and what to avoid.

A dedicated thread moderator reviews every submission to ensure credibility, remove outdated information, and verify that content aligns with current regulations. This creates a living, self-updating knowledge base that no static government site or generic blog can replicate.

The result is practical, peer-verified guidance — written by people who were in the same position, for people who are in that position now.

## **Group Members:**

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## **Use of AI:**

1. Google Gemini is used for generating cover page.

## **Individual Contributions:**

The main objective of this project was to perform KISS Website Brief on the assigned topic. The topic assigned to our group was Study in Germany Guide Website. The main task was to describe the goal for our website, the content that will be on our site, those groups that will be targeted, and what will we do something different or special. This task was completed as a group effort. Individual contributions by respective members were used.