People Knowledge Possibilities

SAFER SCHOOLS • SMARTER SUPPORT • BRIGHTER TOMORROWS

A Brighter Tomorrow Together

SID

STUDENT INFORMATION DESK

Concept, Product Scope & Implementation Blueprint

An intelligent, secure and school-aware AI assistant that gives students, parents and staff one trusted conversational entry point to information, services and support.



Connected Learning Stronger Communities

Answers
Get instant information

Guides
Navigate school processes

Connects
Links you to the right team

Secure
Your data stays protected

SYNTHORA AI LABS

Private AI Architecture • Intelligent Automation • Real Impact

Empowering Education with AI

01 | EXECUTIVE OVERVIEW

STUDENT INFORMATION DESK CONCEPT

What is SID?

SID — Student Information Desk — is an **AI-powered digital assistant** designed specifically for schools.

It gives students, parents and staff a simple, secure and school-aware way to get information, access services and receive support whenever they need it.



Here for everyone in school

Students
Get answers, services and support

Parents
Stay informed and connected

Teachers
Access information and complete routine requests

School Staff
Find information and get the right support

SID gives students, parents, teachers and school staff a simple conversational way to find information, complete routine requests and receive guided support — without navigating multiple portals, circulars, chat groups or departments.

How SID works: simple, secure and trustworthy

1. Ask naturally
You ask a question in everyday language — just like you would ask a person.

2. Verify identity
When personal information is involved, SID checks your identity and permissions.

3. Retrieve trusted data
SID securely retrieves information from approved and trusted school systems.

4. Return answer
You receive a clear answer or the next step to complete your request.

5. Escalate when needed
When SID cannot safely or confidently resolve a request, it creates or routes an escalation to the appropriate school team.

The idea in one sentence

SID becomes the school's digital front desk: always available for routine information, connected to authorized school systems, and governed by the school's policies and people.

SID
STUDENT INFORMATION DESK

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02 | USER AND SCHOOL ECOSYSTEM

Users, Needs & Value

SID brings together everyone in the school community with the right information, at the right time, in a secure and supportive environment.

Connected People Stronger Schools

1 Students

Find answers. Feel supported. Stay informed.



- Quick answers to school questions
- Personalized information (timetable, exams, activities)
- Easy way to raise a request or concern

More confident, independent and informed students.

2 Parents / Guardians

Stay informed.
Feel reassured.
Be more connected.



- Get trusted answers anytime
- Receive important updates
- Easy communication with school

Greater peace of mind and stronger partnership with the school.

3 Teachers

Less routine queries.
More time for what matters.



- Get accurate information quickly
- Support students with easy access
- Raise and track requests

More time to teach, more time to make a difference.

4 Front Office

Faster answers.
Happier conversations.



- Get instant, accurate responses
- Manage common enquiries easily
- Focus on more complex or sensitive cases

Less repetitive work and more time for people.

5 Academic Administration

Simpler workflows.
Greater accuracy.



- Manage academic processes and calendars
- Provide consistent information
- Track and resolve requests

More efficient administration and a smoother school experience for everyone.

6 Finance Team

Clearer information.
Smoother processes.



- Answer fee and payment queries
- Share payment guidelines
- Reduce repetitive questions

More efficient operations and fewer manual queries.

7 Transport Team

Smoother operations.
Safer journeys.



- Access student transport lists
- Get real-time updates and changes
- Communicate with school easily

More efficient routes and a safer travel experience for students.

8 School Leadership

Greater visibility.
Smarter decisions.
Stronger impact.



- Real-time insights and trends
- Transparent and accurate data
- Support strategic planning and school improvement

A more connected, efficient and future-ready school.



People Knowledge Possibilities

Technology for every learner

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SID PRODUCT PRINCIPLES

Guided by Principles. Built for Brighter Tomorrows.



Six core principles guide everything we build — to ensure SID delivers real value for students, families, educators and school communities.

1 Trusted by design



Built with safety, security and school-appropriate AI at the core, so every conversation is responsible, reliable and aligned with education values.

✓ Safe, responsible and built for education.

2 Role-aware



Tailored experiences for students, parents, staff and administrators — with the right information, permissions and support for each role.

✓ The right experience for every school user.

3 Human-supervised



AI provides instant, accurate answers, with human oversight and escalation for complex, sensitive or high-impact matters.

✓ AI with a human touch — always when it matters.

4 Simple and inclusive



A natural, conversational experience that's easy to use for all, with clear language, multi-language support and accessible design.

✓ Easy for everyone. More inclusive schools.

5 Private and auditable



Student and school data is protected with enterprise-grade security, with clear audit trails, transparency and compliance with education standards.

✓ Your data. Protected. Transparent and accountable.

6 Modular and integration-ready



Designed to work across the school ecosystem, with flexible modules and seamless integration with existing systems, growing with future needs.

✓ Flexible today. Ready for tomorrow.

Stronger Principles Brighter Schools ♡

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04 | FUNCTIONAL SCOPE

SID Capability Matrix

A clear view of what SID provides, grouped by capability, rollout priority and primary users.

PEOPLE
DATA
BRIGHTER
TOMORROWS

Foundation capabilities

Essential capabilities that establish the core SID experience for all users.

BUILDING A STRONGER TODAY

1 School information & FAQ

What SID provides
Answers approved questions about timings, calendar, uniform, facilities, policies, contacts and campus services.

Primary users
All users

2 Admisstions assistant

What SID provides
Guides prospects through eligibility, processes, documents, dates, fees and appointment requests.

Primary users
Prospects, parents

3 Academic calendar & timetable

What SID provides
Provides school calendar, class timetable, holidays, events, examination schedules and changes.

Primary users
Students, parents, staff

4 Announcements & circulars

What SID provides
Finds relevant circulars and summarizes notices with audience and effective-date awareness.

Primary users
All authenticated users

5 Helpdesk & escalation

What SID provides
Creates structured tickets, captures context, routes by department and provides status updates.

Primary users
All users

6 Admin knowledge console

What SID provides
Allows authorized staff to create, approve, update, explore and audit SID content.

Primary users
School admins

7 Analytics dashboard

What SID provides
Shows usage, unresolved questions, popular topics, escalation patterns, accuracy review and service trends.

Primary users
Admins, leadership

Extended capabilities

Additional capabilities that enrich the experience and drive greater impact.

EXPANDING POSSIBILITIES TOGETHER

8 Attendance & leave

What SID provides
Shows authorized attendance information, explains absence records and submits leave requests.

Primary users
Students, parents, staff

9 Homework & assignments

What SID provides
Retrieves class-wise assignments, due dates, teacher instructions and approved resources.

Primary users
Students, parents

10 Exams & results

What SID provides
Provides exam plans, hall-ticket guidance, result availability and authorized result summaries.

Primary users
Students, parents

11 Fees & receipts

What SID provides
Explains fee structure and due dates; shows authorized status and receipt links without bypassing finance controls.

Primary users
Parents, finance

12 Transport assistant

What SID provides
Provides route, stop and timing information; communicates delays and routes support requests.

Primary users
Parents, students

13 Certificates & service requests

What SID provides
Guides and submits requests for bonafide certificates, transfer certificates, ID cards and other services.

Primary users
Students, parents

14 Notifications & reminders

What SID provides
Delivers approved reminders for fees, exams, events, meetings, attendance and service requests.

Primary users
Authenticated users

15 Mutifiingual interaction

What SID provides
Supports selected school languages while preserving approved meaning and terminology.

Primary users
All users

Recommended rollout: Launch high-value information and governance features first, then expand into personalized and transactional services.

FROM INSIGHTS TO IMPACT

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05 | SCHOOL CONTROL

Administrative & Operational Scope

Admin Knowledge Console

The admin console is the operational control center for SID. It enables designated school teams to manage what the assistant knows, which services are enabled, how requests are routed, and how answer quality is reviewed.

Right Information Stronger Schools

1. Content management

Create, import and organize FAQs, policies, forms, circulars and service instructions.

2. Approval workflow

Draft, review, approve, publish, schedule and retire content with ownership and effective dates.

3. Role & access management

Map students, parents and staff to appropriate permissions and school-system identities.

4. Escalation configuration

Define department queues, priority rules, operating hours and fallback contacts.

5. Conversation review

Inspect flagged, unresolved or low-confidence interactions for improvement and compliance.

6. Service analytics

Track usage, topics, resolution, escalation, response quality and channel performance.

Content governance workflow

1 Owner

Every content set should have a responsible department or named owner.

2 Effective period

Policies, fee structures, calendars and circulars should include start and expiry dates.

3 Approval

High-impact content should require review before publication.

4 Versioning

Updates should preserve prior versions and record who changed what and when.

5 Testing

Important questions should be tested after every content or system change.

6 Retirement

Outdated information should be archived and excluded from active responses.

Ensures accurate, controlled and up-to-date school information.

Interaction, Workflow & Channel Strategy

One intelligent assistant. Many ways to connect.
Consistent experiences. Better outcomes.



SID Request Handling Flow

Every interaction combines helpful conversation with controlled access, trusted data and human escalation.

1 ASK
A parent, student or staff member asks a question.

2 UNDERSTAND
SID identifies intent, user role and required context.

3 RETRIEVE / ACT
SID retrieves approved information or invokes an authorized workflow.

4 VERIFY
Access rules, confidence checks and data validation are applied.

5 RESPOND / ESCALATE
SID answers with context or routes the case to the right school team.

Helpful Conversations | Controlled Access | Trusted Data | Human Escalation | Better Outcomes

Channel Strategy

Meet students, parents and staff where they are, with secure, consistent and accessible experiences across every channel.

Connected Learning Stronger Communities

1 School website widget
- Public FAQ, admissions and general support.
- Fastest public launch, no app installation.

2 Authenticated parent/student portal
- Personalized records and service requests.
- Strong identity and secure access.

3 Mobile app integration
- Full user experience and notifications.
- Best for regular school-community use.

4 WhatsApp integration
- FAQ, reminders and guided requests.
- High convenience, requires strict privacy and channel policy.

5 Campus kiosk
- Visitor guidance and selected student services.
- Useful for front-office and campus support.

6 Voice-ready interface
- Accessibility and future telephone use.
- Recommended after text experience stabilizes.

Recommended launch sequence
Begin with school website and authenticated portal. Add WhatsApp or mobile app channels after identity, permissions, content governance and escalation processes are proven.

Deployment Options

Flexible Secure Future-Ready

Synthora AI Labs can design SID around your school's operating model, security requirements and existing technology environment. The right deployment depends on your data sensitivity, regulatory or residency needs, IT capability and the scale you plan to achieve.

1 School-controlled cloud

- Application and data services run in the school's own cloud account.
- Gives direct control over infrastructure, network policies, access management, encryption, monitoring, backups and data residency.
- Suitable for schools with an established cloud platform and internal IT or managed-service support.



2 Private cloud / managed hosted

- SID runs in a dedicated, single-tenant or logically isolated managed environment under agreed security, privacy, availability and support controls.
- May be operated by Synthora AI Labs or an approved hosting partner.
- Reduces infrastructure-management burden while maintaining stronger isolation and governance than a shared public service.
- Service levels may cover monitoring, backups, upgrades, security patching, incident support and capacity management.



3 On-premises or hybrid

- SID can run fully in the school's data centre or through a hybrid model.
- Sensitive student data, identity services and core integrations may remain on school-controlled infrastructure, while selected capabilities run in secure cloud environments.
- Suitable for strict data-control requirements, legacy systems, limited external connectivity or policies that prevent sensitive information from leaving the local environment.



Why Synthora AI Labs

Secure
Built-in security and compliance

Reliable
High availability and performance

Trusted
Aligned to education standards



Let's design a trusted digital front desk for your school.

Smarter information. Stronger communities.
A brighter tomorrow – together.

Scan to learn more