

Statement of Work

Mobile application for MU Alumni Association

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Project Overview

❖ FOR (target customers):

- Educational Institutions
- Students
- Alumni

❖ WHO (statement of the need or opportunity):

- *In response to the growing need for enhanced alumni-student engagement, our product, [AlumnConnect](#), caters to educational institutions, students, and alumni seeking a cutting-edge solution to bridge the gap between past and present.*
- [Alumni Engagement Help Students](#) choose the right subjects, prepare for their target college/university, and guide them about the career streams they should opt for. Alumni relations can also play a vital role during the college/university admission process.
- Importance of [Alumni Guidance](#) for Better Career Prospects: [link](#)

❖ THE **ALUMNCONNECT App** comes under category of **social networking** or Community gathering product. This application will facilitate the engagement, networking and communication among the students of the same institution.

❖ THAT (key benefit, compelling reason to use):

- Students use the App so THAT, they get **mentorship**, **internship opportunities**, **financial assistance** or **expertise recommendations** for their future need.
- Alumni can interact through messages, groups and can reconnect with old friends and junior alumni.
- It goes beyond by incorporating **specialized club divisions** enabling alumni to exchange their experiences and insights in specific areas of expertise.
- Users can contribute to participation in **alliance of businesses** and **industry insights** and support other new ideas.

❖ UNLIKE (primary competitive alternatives):

- Primary competitive platforms are **LinkedIn**, **Student tribe**.
- Alumni Connect is UNLIKE from alternatives by typically focussing on the **graduates of specific institution** who share same professional background. Whereas alternatives are broader networking platforms with wide range of users.
- Our app provides tailored needs of alumni with personalised **Career Mentorships**. These services don't go beyond our alumni.
- Unlike some generic alternatives in ALUMNCONNECT anyone can anonymously ask their questions in the **Q&A Forum**.
- Also emphasises community engagement such as alumni events, reunions, and affinity groups tailored to specific graduating classes or interests.

❖ OUR PRODUCT (statement of primary differentiation):

- AlumnConnect distinguishes itself by **incorporating clubs** that provide a comprehensive and **individualized approach** to alumni engagement.
- The interface is designed to be **user-friendly**, encouraging substantial contributions, which **establishes a community**.
- Experienced alumni serve as a crucial resource for students seeking **mentorship and guidance**.

KEY FEATURES:

- **Specialized Club Divisions:** The inclusion of specialized clubs allows alumni to contribute to their areas of expertise, providing targeted advice and insights to students interested in specific fields.
- **Experience Sharing:** Alumni can post their experiences and activities, creating a valuable repository of knowledge for current students and fostering a sense of pride and connection with their alma mater.
- **Suggestion Forum:** Alumni can actively participate in providing suggestions and advice to current students, creating a platform for constructive dialogue and mentorship.
- **Virtual Mentorship Program:** Implement a structured virtual mentorship program where alumni can sign up to be mentors and students can express their interest in specific areas. The app can facilitate one-on-one or group virtual mentorship sessions, enhancing the depth of guidance provided by alumni.
- **Skills Matching Algorithm:** Develop a feature that analyses the skills and expertise of alumni and suggests potential mentors or collaborators for students based on their academic and career interests. This algorithmic matching system would streamline the process of connecting students with alumni who can provide valuable insights.
- **Professional Development Resources:** Provide a section within the app dedicated to professional development resources, such as articles, webinars, and courses. Alumni can contribute by sharing their favourite resources or creating content, enriching the platform with valuable educational material.
- **Alumni Achievement Showcase:** Showcase notable achievements of alumni through a dedicated section. This can include success stories, published works, and professional accomplishments, serving as inspiration for current students and reinforcing the impact of the educational institution.
- **Anonymous Q&A Forum:** Create a safe space for students to ask questions anonymously. Alumni can provide advice and insights without the pressure of revealing their identities, fostering open and candid conversations.
- **Gamification Elements:** Introduce gamification elements to encourage active participation. For example, students could earn badges or points for engaging with alumni, attending events, or contributing valuable content, creating a sense of achievement within the community. (For example, giving rewards based on points achieved by coding in competitive platforms like [HackerRank](#) and [LeetCode](#).)