

CampusConnect

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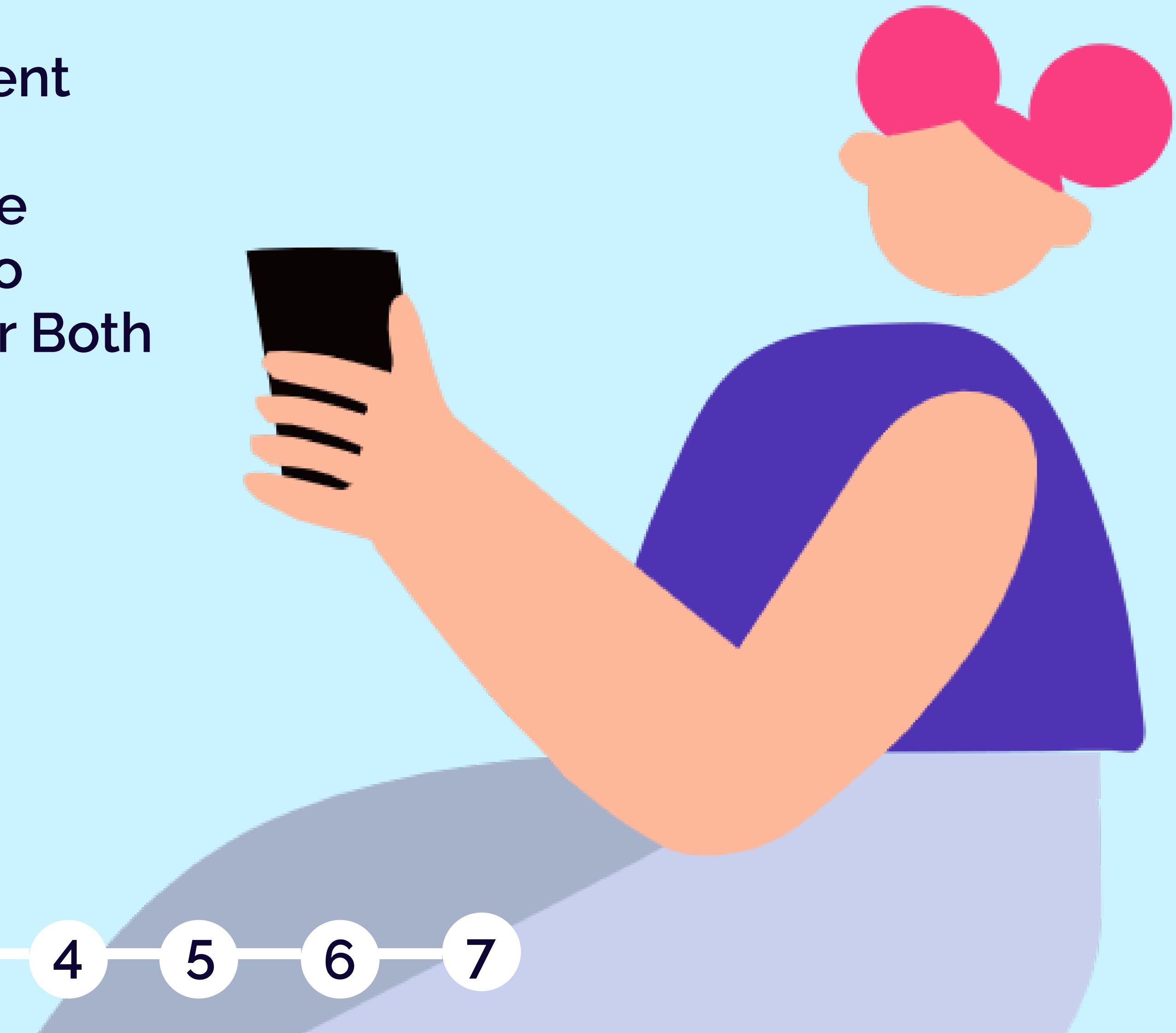
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Problem Statement

Poor Communication Between Student Clubs And Members Hinders Daily Planning And Event Participation. The Absence Of Timely Updates Leads To Missed Opportunities And Losses For Both Parties.

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Vision Of The Product



Streamlined Club Communication

1

2

3

4

5

6

7

User Segments



User Personas

User



Varun Mathur

Age 25 Gender Male Nationality Indian

Profession
NEU Grad Student

Clubs actively part of
APMC, NU Sanskriti

Pain points

1. Unintentionally skipped club events due to inadequate awareness.
2. Delayed registration messages resulted in missed opportunities.
3. Absence from club meetings leads to inaccessible resources and transcripts.

User needs / goals

1. Join and participate in clubs that match her interests and fit into her academic schedule.
2. Connect with like minded peers, fostering a sense of community within student club.

Admin



Additi Mitthal

Age 25 Gender Female Nationality Indian

Profession
NEU Grad Student & Head of Communications

Clubs actively part of
NU Sanskriti

Pain points

1. Having a centralised way to share all funds and updates.
2. Seeking efficient RSVP collection for club events.
3. Addressing a decline in attendance from the first event to subsequent ones.

User needs / goals

1. Ensure high attendance at club events, to increase club engagements.
2. Communicate efficiently with club members.,.

Competitor Analysis

Product / Feature	Whatsaap	Instagram	CampusLabs	Neu Calendar	Sharepoint Discover clubs
Reminder	✗	✓	✗	✓	✓
Calendar	✗	✗	✗	✓	✗
Event updates	✓	✓	✓	✓	✓
Club discovery	✗	✗	✗	✗	✗

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MVP

CampusConnect addresses the challenge of poor communication between student clubs and members by providing a centralized platform for efficient planning and event participation. The application caters to both administrators and users, fostering seamless communication and ensuring timely updates about club events.

Event Management for Administrators:

Administrators have the ability to post club events, including details such as date, time, venue, and event description. Push notification functionality enables administrators to send timely updates and announcements to members.

User-Friendly Event Interface for Members:

Users can easily navigate through a clean and intuitive interface to view upcoming club events.

Express Interest: Members can indicate their interest in specific events, helping administrators gauge potential attendance.

Engagement Tracking:

The application records user engagement, tracking interactions such as event views and expressions of interest.

A simple "view" button allows users to engage with event details, providing a seamless experience.

RSVP Functionality:

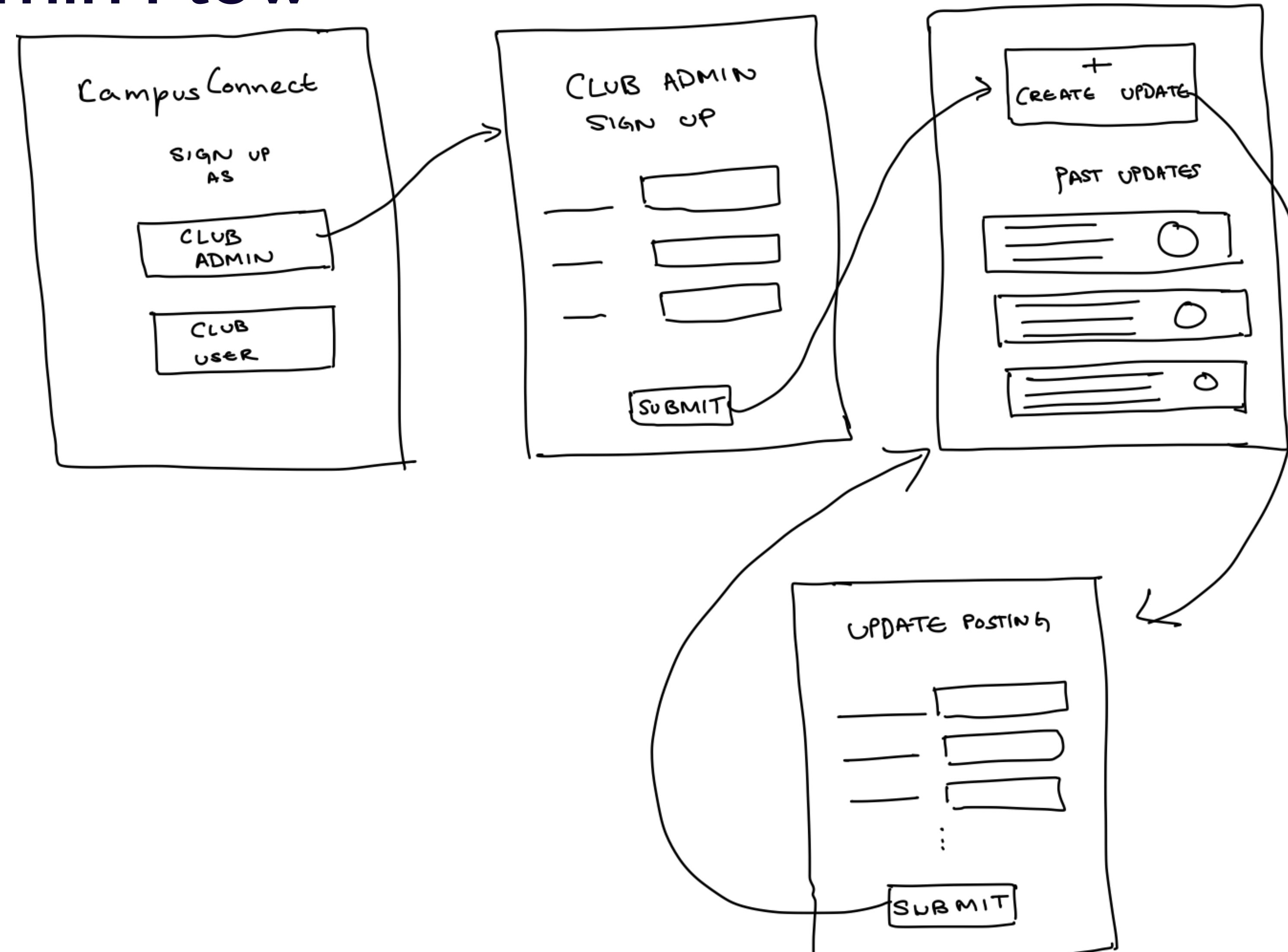
Users can confirm attendance by RSVPing to events they are interested in, facilitating accurate event planning for administrators.

Real-Time Updates:

Push notifications keep users informed about any changes, reminders, or last-minute updates related to events.



Club Admin Flow



Club User Flow



Metrics

Northstar Metrics

Success Metrics

Interaction Rate

1. Number of users that click the view button via the application.
2. Number of users that click the push notification.

1. Number of posts published by an Admin regarding the club event.
2. Number of users signing up for the application.
3. The number of users who have enabled the 'Get Push Notifications' button
4. Number of users actively engaging with the application.
5. Number of users who have clicked on 'RSVP' button for a particular event.



Meet Our Team



Shweta Shinde



Sai Surya Rebbapragada



Aditi Joshi



Hari Charan

Thank You!