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**FOR** SETU students **WHO** are looking to join a club or society, find the club’s timetables, or find out about upcoming events, such as society nights, balls, or events around town. **THE** SETU Clubs and Socs official app is a student-focused news and events updates app for students in the South East Technological University **THAT** puts all the information that students of SETU need all into one convenient location. **UNLIKE** other apps with similar functions, such as Ticketmaster and the Premier League app, our app will feature a more simplified booking process and also a smoother way to refresh the newsfeed. **OUR** product provides times and schedules for SETU clubs, societies, and events, as well as news relevant to the students’ societies and courses.

Schools, in particular colleges and universities, are the target customers for this app, as it will significantly improve student life and learning at a relatively low cost. The app can be easily changed to be used for other Irish colleges and universities. It will collect user analytics that will help with tracking and reporting bugs and other possible improvements.