

Problem Statement: Difficulty Finding Campus Events

University students rely on multiple communication channels to learn about campus events, including emails, social media, department websites, digital newsletters, flyers, and word-of-mouth. Because these platforms operate independently, event information is scattered across different sources, forcing students to check multiple places just to stay informed. This makes it easy to overlook important opportunities.

The lack of coordination creates confusion and inconsistency. Events may be advertised differently across platforms, sometimes with incomplete details or updates shared in only one location. As a result, students cannot rely on a single, consistent source for accurate and comprehensive information.

This issue especially affects new students, commuters, and students with busy academic schedules who may not have time to monitor multiple platforms daily. When students miss workshops, career fairs, or social events due to lack of awareness, their overall campus experience and sense of involvement are reduced.

Ultimately, the problem is not a shortage of campus events, but the absence of a centralized and reliable way for students to discover and track them, leading to missed opportunities and decreased engagement.