

Usability

For our design aesthetic, we are taking a more modern, minimalist approach to Calvin's branding. By incorporating Calvin's official branded colors with a fresh design, it is still recognizably Calvin associated but also something clearly new. We want the user to experience the familiarity of a social networking application, such as Facebook or LinkedIn, with the personalization and community that Calvin has to offer, as well as some features that differ from these apps, such as, an anonymous new feed.

We want to keep our interfaces simple and easy to use with clear direction and intention. We are hoping to accomplish this by having direct and familiar features while simplifying the experience to a Alumni-Student networking app. This will also be a useful tool for the University's various departments, faculty, and staff as it will be easier to search for alumni to connect to students (ie by geographic location and industry) and can act as a departmental alumni database system that is easy to use.

The following pages/features will be included in Calvin Connect:

- Login/Signup: simple interface where user can login or create an account.
- A newsfeed: this would house updates from users about job postings, forums, life updates, etc.. all anonymously to focus more on the content of the posts rather than the user. This is a strength because it can help reduce bias in networking, as well as, connect more people, not just the ones you recognize or know.
- Direct Message/Chat: this can allow users to message each other about inquiries into postings, connecting people with mentors/mentees or informational interviews, and exchanging information to further connections.
- Profile: the user profiles will house a profile photo, degree(s), year graduated, industry, experience, and if they are looking for something specific, such as a mentorship.

We want the user's experience to feel more personal and comfortable as the student can connect with alumni who have gone through similar experiences, lived in the same city, and graduated from the same institution. Some may view this as limiting but this serves to expand one's network in a more personalized way. Our hope is to connect with both Calvin's Alumni Association and Career Center to ensure we have as many alumni and students as possible register and be active participants in Calvin Connect.

Reliability

Calvin Connect will be available for all devices. It is a flexible application based in React Native and can be easily maintained and relatively stable with the components used.

Performance

Calvin Connect is scalable with being able to be used with both Android and iOS devices. This application works to make an efficient experience for both machine and user.

Supportability

Calvin Connect will be easily maintainable and sustainable through user databases and adaptability on both Android and iOS platforms. It will be easy to install from any app store to the user's device.