

Title: bizcards

Website prototype: <http://www.bizcards.tools/>

Group Members:

- Rohit Potineni (email: rpotineni@wisc.edu , Github: ropowisc, Access to: iOS Device)
- Tom Fiedler (email: tfiedler2@wisc.edu, Github: tfiedler14, Access to: iOS Device)
- Taehyun Kim (email: tkim294@wisc.edu, Github: tkim294, Access to: iOS Device)
- Emily Halfman (email: halfman@wisc.edu, Github: ehalfman, Access to: Android Device)
- Devesh Sullivan (email: dsullivan7@wisc.edu, Github: dsullivan21, Access to: iOS Device)

Introduce your app:

1. Describe what the problem is that your app is solving. Why is this an important problem (if you can provide some validation that this problem is important, it would be useful)?

College students have a lot of pressure to network and form relationships with potential employers. Students spend time and money writing and printing business cards, cover letters, and resumes. Recruiters get stacks of business cards and a mountain of unstructured emails with networking materials which creates a need for organization and a uniform way to receive students' contact information and qualifications.

This problem is important because networking between students and recruiters can be an intense process and having organized information would allow the student and recruiter to focus on forming a relationship instead of only exchanging networking materials.

2. What is your app: Describe clearly what the app is, and at a high level what it does. You can use some pictures if needed. Think of this as the marketing pitch for your app, why should the user care and why they should use it.

Our application allows users to create an electronic business card to facilitate networking connections. While networking in person, a student or recruiter can initiate use of the bizcards mobile application for sharing contact information and details about the student's qualifications. The student can suggest sending their information with bizcards, which shows that they value the use of current technology and are invested in giving the recruiter convenient and organized information. Alternatively, the recruiter can request that the student sends their information via bizcards for their own organization and convenience.

Our application provides users with a seamless link between forming a networking relationship in person and continuing that connection online.

3. Who are your natural users? You will need to interact with them a bit in the semester and collect feedback from such users.

All college students, but especially graduating seniors, can benefit from a fast and easy electronic business card. There are many graduating seniors at UW Madison and we will reach out to them throughout the semester for their feedback on the application. Campus recruiters are also a natural user but we have less access to their feedback during this project.

4. What mobile devices do you need to test your project, and how many such devices do you have access to amongst your group members?

We will develop a mobile application on React Native to run on Android and iOS. We have four iOS devices and one Android device available to us. We will use [bitbar](#) for additional device testing.

Your competition

- [DropEx. Ultimate Live Networking Tool](#)
 - An app to scan business cards into personal contacts and to share contact information
 - Scan business cards with camera
 - Share contact info via email and sms
 - Ability to share information with large audience
 - Store and search business cards
 - Requires an account to use the app
- [Aqua](#)
 - Input recipient's email to share contact information and message
 - Only one contact needs application
 - Several Email Templates
 - UI is a bit clunky

Bizcards, unlike DropEx and Aqua, will be focused on providing features and interfaces for college students. We will be privacy focused and not require users to create an account. Bizcards will also have themes and tips tailored to help college students get internships and jobs. We will also provide tips to improve users chances of landing a job or internship by recommending improvements to resumes and keywords to include in cover letters. We will have integration with some job boards, like Handshake, to alert users when a recruiter, with an opening that matches the user's qualifications, are coming to campus.

Main modules of your app

The main modules of our app should first include a UI that allows for easy access to a user's BizCard, as well as other BizCards that the user has received. A user should be able to make edits to their card based on the environment of their face to face meeting; they will have full autonomy on what information they select to share with recruiters in real time. There will also be a module where they are able to make edits to their stored data which could then be transferred in their next Bizcard exchange. We would need to include a database backing in order to store all of the data for users, as well as have some basic connections to recruitment networks. This could be done first off with connections to firebase databases, as well as implementing subsequent APIs for job boards that are out there and available to use. A stretch goal we aim to achieve is to implement the ability to send social media connection invitations on the many professional platforms such as LinkedIn and Github directly through the application. We will look to establish the direct social media invitation pipeline with these two professional resources first, before expanding our horizons to other community websites.

Mobile "Innovation"

The application is inherently mobile because it helps facilitate networking interactions in real time and on-the-go. The user can share contact information beyond that of a basic business card during or immediately after a networking connection. While many of the features are also applicable to a desktop application or website, the ability to access the application during a social interaction is necessary. A stretch goal we aim to achieve is to further expedite the transition from an elevator pitch to securing your next job. In addition to creating a way to share one's contact and social media profiles in the form of an electronic business card, we hope to implement the ability to send social media connection invitations on the many professional platforms such as LinkedIn and Github directly through the application within a moment's notice. By connecting all necessary professional profiles in one accessible card, we intend to eliminate the need to track down one's profile multiple times in order to provide all job related resources and strengthen the foundation of your networking capabilities.