Topic: Distribution of Information in communities	Author: Jerico Omar Cancel Rodriguez	Date: August 29, 2022

Problem Background:

- There is not a centralized platform for information regarding what is happening around The university.
- To find out what is happening in the community you have to use social media and have to be following certain people.
- Due to the nature of how social media serves their content, you are not guaranteed to see it.
- If you do not know the right people you will not find out what is happening.

Countermeasures:

- Create a platform for university students of Puerto Rico.
- Serve users content based on where they are located.
- Give people the ability to organize events.
- Give event organizers an avenue to promote their events.

Target:

- Ensure that people are not out of the loop about what happens around the university.
- Allow event organizers to promote their events.
- Promote local businesses that want to attract people from these communities.
- Allow people to connect over their niche interests.
- Be a tool to organize and connect people.

Check/Evaluate:

- People are finding events through the app
- Promoters see an increase of people at their events.
- An increase of events occurring from different communities
- The app become the place to look what to do when you have free time and are bored.

Causes:

- Platforms like Twitter and Instagram use algorithms to show you content of what you might like. These guessing games have the effect that a lot of information is lost because the algorithms doesn't think that you want to see it.
- Other Platforms Like Reddit organize content around their popularity but they are not focused on their social features and communities on the site are separated.

Act/Standardize:

- Research for ways to reach the people in universities.
- Find ways to keep people using the app after their first use.