NOVA SCHOOL OF
SCIENCE & TECHNOLOGY

Interação Pessoa-Máquina

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CONNECTABROAD

Stage 1: project proposal

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Problem Description:

As an international student you face a lot of challenges when arriving in a foreign country. It can be found difficult to connect with other students or to be up to date on the events that are held in your receiving institution's country. At the moment, different communication resources are used to find either social connections or information on events. Examples of commonly used resources are: Whatsapp, Facebook, study organistations or international student associations (e.g. ESN or ELL). There might be an email of the study organisation informing you about events in the introduction week, a Whatsapp group for all erasmus students in your faculty, a Facebook group for those who want to go surfing, etc...

Hereof, students can feel lost in all the different communication streams and they might even miss out on important opportunities to make new friends or go to specific events. Students might find it hard to keep track of the different activities provided by all kinds of different groups and communities. As well, they might struggle with finding students who have the same interests or hobby's as them.

Target Users:

The target users for this project are the international studentsn as they face several difficulties in finding their way in a foreign country, as discussed in the problem discription. To some extent native students might face the same difficulties as well. Therefore, the app could be of value for all students.

Project Goal:

The goal of the project is to establish an app that increases international student's social interaction, by means of combining all the differnt platforms in one app. The app will provide an insight in all activties organised by different parties (e.ESN, ELL, university). Additionaly, the app has the option to join groups with students having similair interests (e.g. surfing, party's, student association).

Competition:

We could consider that our biggest competition would come from social platforms such as Facebook, since these provide you with the ability to create group chats and promote events, but we will not consider them as actual competition, since the apps end up serving different purposes. We also add the fact that our app's use will be exclusive to college students. Another possible competitor would the an app called "Meetup" that is designed to bring together people who share the same interests through groups and events.