

NUS Cats Pitch

If you are familiar with the Harry Potter series, you would probably be aware of the Marauder's Map. In the story, the Marauder's Map is a magical map that displays the location of every single person in Hogwarts. You can imagine that such a tool, if it exists, would definitely be invaluable, perhaps for calling out a friend who always says that he is "on the way" when he is, in reality, still lazing on his bed in PGP.

Now, with NUS Cats, you finally get the opportunity of having your very own Marauder's Map in your pocket! Sort of. A real Marauder's Map would be a gross invasion of privacy, but since cats have no right to privacy, we have limited our "Marauder's Map" to only display the location of cats. You now have a map, accessible from your phone, that presents the locations of all the cats in NUS. How cool is that!

"What do I do with the location of cats?", you may ask. With NUS Cats, you can add "cat-spotting" to the array of available activities in NUS. If you are feeling bored or just want to find a way to destress on campus, grab a few friends and see if you can spot the cats nearest to your location! NUS Cats makes use of geolocation services, so you can always see how far away you are from the NUS cats. This makes it easy to guide yourself to the location of the cat, and all that's left to do is to look for it in the vicinity.

"I've found the cat, now what?" This is the crux of NUS Cats. Using the built-in camera function, snap a picture of the cat, identify which cat you just saw (don't worry we will guide you along), add a description (if you want), and upload the sighting! Your latest sighting will update the location of that particular cat on the map based on your current location. Thus, all of your individual sightings contribute to the application's knowledge of the location of the cats. The more sightings uploaded, the more accurate the location of cats displayed.

But wait, there's more! Uploading a cat sighting not only updates the cat's location on the map, it also posts the sighting on the feed. Remember that when you create a sighting, you can include a description? This description goes along with the post on the feed, acting as a caption to the photo. Thus, cat sightings double as a post, which can be viewed by other users of the app. So, even if you're too busy to take pictures of NUS cats, you may still join in the fun by browsing the photos of cats uploaded by other users!

So far, we've covered how fun and interesting this app is for its users. However, the use of the app, as covered above, produces a functional side-effect, particularly for members of NUS Cat Cafe.

As a brief introduction, NUS Cat Cafe is a group in NUS which takes care of the general well-being of cats within campus. Their job scope includes, among other things, feeding cats on a daily basis.

A problem that NUS Cat Cafe members face when feeding cats is locating the cats. Members often roam around the vicinity where the cat would usually be found, hoping that it appears so that they may feed the cat. On some days, if the cat is nowhere to be found, members would skip feeding the cat for that day.

The provided map with the location of all cats would therefore be very helpful to members when they go about feeding the cats. By crowd-sourcing the location of cats, the feeding process will be less time-consuming and more guaranteed.

NUS Cats also serves to improve incident reporting that require immediate response from NUS Cat Cafe members. Currently, incident reporting is done through social media, which can be slow and inefficient: only the person in charge of the social media account will be notified, and he/she will probably have to converse with the incident reporter to get the necessary information before responding.

With NUS Cats, users are also able to report emergencies, which will not only alert NUS Cat Cafe members, but also display the emergency on the map. All relevant information will be available in the incident report, such as the picture of the cat, its location, and the description of the emergency. This would greatly improve the response-time from NUS Cat Cafe members, since members can be easily dispatched based on location. Saving that few minutes can be crucial in such situations, and NUS Cats makes incident reporting as efficient as possible.

Welcome to a community of cat lovers! NUS Cats gives you the opportunity to participate in a fun activity on campus, help NUS Cat Cafe members, share your wonderful cat pictures, browse pictures uploaded by others, and get to know other like-minded people in the community. We look forward to seeing your first cat sighting on NUS Cats!