

## **Product Description**

Introducing UniLINK, the revolutionary app designed specifically for student entrepreneurs across colleges and universities nationwide! This innovative platform serves as a dynamic marketplace where students can showcase their talents and services, from nail art and hairstyling to unique clothing and accessories. UniLINK not only empowers student entrepreneurs to thrive but also fosters a vibrant community of collaboration and support.

### **Key Features:**

- Student Marketplace: Discover a variety of services offered by fellow students right on your campus. Whether you're looking for a fresh haircut or a trendy outfit, find local talent at your fingertips.
- Community Board: Engage with a dedicated, school-specific community page where students can share news, events, and activities directly with each other. No more middlemen—just authentic connections and valuable information.
- SKILLz Swap: Experience the unique SKILLz Swap feature, allowing students to trade services with one another! Create a profile to list your skills and services, connect with like-minded individuals, negotiate appointments, and make meaningful exchanges that enhance your college experience.

With UniLINK, you can build a network of creative talent, discover new services, and engage with your campus community—all in one convenient app!

## **Roles in App Development**

### Project Manager

The Project Manager will be the linchpin in the development of UniLINK, ensuring that the project stays on track, within budget, and aligned with the vision. Key responsibilities include:

- Planning and Scheduling: Develop a comprehensive project plan that outlines timelines, milestones, and deliverables. Create schedules for team meetings, development phases, and testing periods.
- Team Coordination: Collaborate with cross-functional teams, including designers, developers, and marketing, to ensure seamless communication and workflow. Address any obstacles that arise to keep the project moving forward.

- Stakeholder Communication: Serve as the primary point of contact for stakeholders, providing regular updates on progress, challenges, and achievements. Facilitate discussions to gather feedback and incorporate it into the development process.

- Quality Assurance: Oversee the testing phase to ensure the app meets all specifications and user expectations. Implement changes based on user testing feedback before launch.

### Technical Writer

The Technical Writer will play a crucial role in documenting the development process and ensuring that users and stakeholders understand how to effectively utilize UniLINK. Their responsibilities will include:

- Documentation Creation: Develop clear, concise documentation for both internal and external stakeholders. This includes user guides, API documentation, and system requirements.

- User Interface (UI) Writing: Write engaging and informative content for the app's interface, including tooltips, onboarding instructions, and help sections, to enhance user experience.

- Content Strategy: Collaborate with the marketing team to create promotional materials, FAQs, and tutorials that highlight app features, benefits, and best practices for users.

- Training Materials: Produce training materials and presentations for team members and users to ensure everyone is equipped to navigate and utilize the app efficiently.

By collaborating closely, the Project Manager and Technical Writer will ensure that UniLINK not only meets its development goals but also provides an exceptional user experience that resonates with student entrepreneurs across the nation!