

Description of persona and the APP

Target audience

The target audience for the app are students at a university. They could range from Undergraduates, Postgraduates research or coursework based, to alumni students. The ages would range from 18 – 40 years.

What's on Uni Looks to improve and enhance the student life across Australia by building a strong sense Campus life and belongingness. Students face their own set of difficulties, especially from different nations meet up. Students do not have a GO-TO place to find out what events are on at their university and this APP would help them tackle that issue since they gain access to events under their fingertips. Fostering an engaged on-campus community is a vital determinant in students well-being, learning experience and institutional reputation. While societies and events at uni play a special role in transforming the student community, facilitating student involvement, the challenges of effective communication, access to resources, and generating revenue continue to hinder their success. This app would be a one of a kind solution to a problem.

In the app, they have access to the date of the events, the categories (Entertainment, Education, Career, sports etc.), description and the cost. Furthermore, they will be updated with a notification on the phone to alert them with the latest events on campus.

Expandability:

I first introduce it to a particular university and then expand across the state and then possibly the country partnering with other universities. After gathering enough users, I look towards enriching their experience with adding events with ratings where a student can rate a particular event and comment on their experience or what could further be improved upon. Adding to this, I will add a section to file or lodge complaints regarding a certain event so that it can be brought to light.

The app can also be updated with regular feedback from its users to enhance their experience and listen to their complaints.