

Idea Summary

Passion:

I've recently begun to love meeting new people because it makes college feel less lonely and way more fun, especially since I wasn't always a fan of engaging myself on campus. When I first started at Chico State, I was really shy and didn't know anyone, so I didn't go to a lot of events or join clubs. I missed out on experiences just because I didn't have someone to go with and felt too self-conscious to go to these events alone. Making friends can be really intimidating, but it's also one of the best parts of college and being shy shouldn't hinder that experience.

Problem:

Many shy or reserved students don't attend campus events or join activities because they feel nervous going alone. Even though schools offer tons of opportunities like club meetings, workshops, and social events, students can still feel unsure of how to meet new people. This problem is most common among first and second-year students, transfer students, or just anyone new to campus since they don't have a network yet.

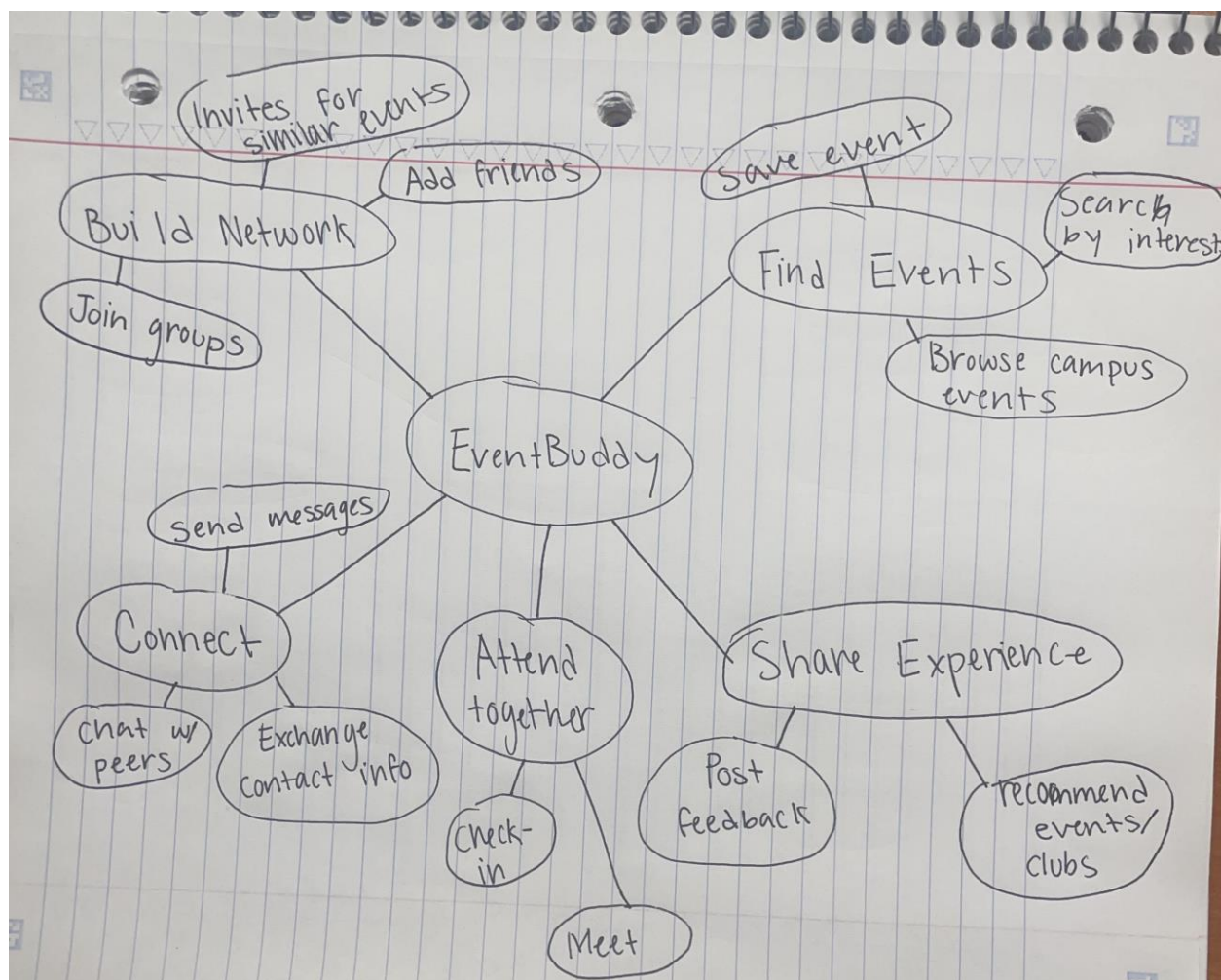
Purpose:

The main goal of EventBuddy is to make it easier for shy students to connect with peers and attend campus events together without feeling that social anxiety and stigma of going alone. The app allows students to create profiles, say what events they're interested in, and find others with similar interests who want a "buddy" to go with. Users can chat, arrange to meet at events, and even find more extroverted mentors or friendly guides who are willing to "take them under their wing" and help them feel more comfortable exploring campus life. By pairing students with others who want to attend the same events but are more extroverted, the app can help students feel included and encourage them out of their shells.

Differentiation:

EventBuddy is similar to social networking apps like Bumble BFF, but it's specifically designed for college campuses and event participation. Unlike the usual friend-making apps, EventBuddy just wants to focus on connecting students around specific events and activities, so shy students don't have to face social situations alone.

Mind Map



User Stories

Persona 1: Maya Taylor



Age: 19

Occupation: Unemployed

Background & Context:

Freshman majoring in Psychology. Lives in the dorms.

Wants to enjoy campus events but is shy and hesitant to attend alone.

Wants to meet people but struggles to find friends with similar interests or free time.

Pain Points:

Feels nervous going to events alone.

Often misses out on social opportunities because she doesn't know anyone going.

Wants to meet new people but doesn't know how to start.

Goals related to EventBuddy:

Find peers to attend events with, so she doesn't have to go alone.

Build friendships and connections with students who share her interests.

Stay more engaged with campus life without feeling anxious or left out.

User Story:

As a student, I want to find a buddy to attend campus events with, so that I can feel comfortable and make friends while doing activities I enjoy.

Persona 2: Jordan Davis



Age: 26

Occupation: Graduate student in Business; President of a campus professional club

Background & Context:

Graduate student living off-campus; drives in for classes and club meetings.

Organized, career-focused, and spends a lot of time networking.

Runs events that could be overwhelming for new or shy students.

Wants to help new students get involved and feel included.

Pain Points:

Notices that many students don't attend events because they feel shy or don't know anyone.

Wants more engagement from new students but struggles to connect them to events.

Goals related to EventBuddy:

Encourage participation in clubs and activities.

Make campus events more inclusive and less intimidating.

User Story:

As a club president, I want to match students with buddies for events, so that more people feel comfortable attending and engaging in campus life.