

UW Connect

Project Motivation

The University of Waterloo offers an incredible range of clubs and events every week, from different types of intramurals to CSC socials. However, each organization has its designated platforms for communication: some post updates through Instagram, while others use Discord servers. Such inconsistencies have made it difficult for students to remain up-to-date on upcoming events and deadlines. First-year students in particular are overwhelmed by the various sources as they settle in. In fact, after surveying our peers, we found that many have missed registration deadlines because they lacked access to timely updates. Thus, JAMS seeks to build a platform to unify organization announcements and connect Waterloo students with their peers.

Project Overview

UW Connect aims to link University of Waterloo students to all the events the institution has to offer through a social media app. The university and all its various clubs have access to post on a main page that the user can scroll through to find out what events are being hosted. The user can then choose to follow certain events they are interested in to be notified of any updates. An additional feature allows the student to connect with their peers and view which clubs they are a part of or are planning on attending. Downloading the app will ensure that all these organizations will easily reach their target audience while the users can follow along with their interests with a simple click. The app creates a customized schedule for each student, which eliminates the risk of missing deadlines and makes it less likely to have overlaps with prior commitments.

Our future plans for UW Connect take into account the aspects of monetization and providing services for a wider audience. To draw a profit from our app, we intend to run ads for certain clubs looking to gain increased recognition. While our current idea is tailored to the students attending the University of Waterloo, we can easily modify this so that events within a province or country are considered, thereby broadening our influence. Some additional ideas include the ability for users to give out reviews for the clubs, memberships and other extraneous payments needed for certain events being

held can be done online through the app, and a feature that allows you to translate the app into different languages.

Our project is unique for many reasons. Although the majority of apps bring people together online, UW Connect incentivizes people to make connections in real life through events. In addition, there are several apps connected to the University of Waterloo such as UW Portal for class schedules and UW Food for food options on campus. However, there does not exist a platform where students can actively interact with the fun activities provided by the clubs at Waterloo. UW Connect aims to change that.

Technical Details

By creating a mobile app from scratch we hope to be familiar with software and tools and develop skills useful to our future careers. These skills may include learning how to connect frontend UX/UI features with backend hardcode and learning more about how to manage security and databases. We aspire to enhance our problem solving skills and get involved by creating tools which can help large organizations like WUSA be more accessible to students. We believe we can achieve our goals with a little guidance from a mentor. The mentor can help the team by providing programming guidance as our team is relatively inexperienced in mobile development and programming. We have a general idea of the software we will need for this project. To help envision our goal, we will be prototyping with [Figma](#) and for the mobile app, we will be using [React](#) (Javascript). When presenting our app features and creating our logo, we will use [Canva](#).

General Outline

Week 1	Week 2	Week 3	Week 4
Logo, Plan Prototype features, Start Prototype	Finish Prototype Code Mobile App (Research)	Enhance UX/UI Security, Databases	Refinement