**MIT School of Engineering**

**Department of Computer Science and Engineering**

**Project Synopsis**

**Group ID:SY\_13\_G04**

**Project Title: UNICONNECT**

**Group Members:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Enrollment Number** | **Roll No.** | **Name of student** | **Email Id** | **Contact Number** |
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**Problem Statement**

UniConnect is an innovative web platform designed to transform and enhance campus life by bridging the communication gap between students, clubs, and university activities. Currently, students face challenges in staying informed about club events, university initiatives, and extracurricular opportunities, leading to missed experiences and limited participation. Similarly, clubs and organizations struggle with promoting their events, managing memberships, and reaching the right audience effectively.

**Scope of work**

* Target Audience: Provides personalized access to events for students, tools for clubs to manage activities, and a platform for universities to promote events.
* Core Features: Event discovery, club profiles, event management, real-time notifications, and personalized user dashboards.
* Technical Scope: Responsive front-end, robust back-end, MySQL database, scalable, and secure platform.
* Integration and Collaboration: Collaboration with university departments and integration with third-party APIs for outreach.
* Future Enhancements: Mobile app, AI event recommendations, and analytics dashboards.

**Abstract**

**UniConnect** is an all-encompassing platform designed to streamline university campus activities. It provides students, faculty, and staff with a centralized portal to access campus updates, event schedules, library systems, mentor connections, and more. This project aims to enhance campus communication, improve event participation, and foster a collaborative university culture.

**Literature Survey**

Several studies emphasize the importance of centralized platforms and digital solutions in enhancing campus engagement, which aligns closely with the objectives of **UniConnect**.

Sharma and Sharma (2020) explored how web-based platforms improve student participation by offering centralized management of campus events and club activities, effectively reducing communication barriers between students, clubs, and administration.

Similarly, Kumar and Singh (2019) highlighted the impact of mobile applications in providing easy access to event schedules, real-time updates, and notifications, which significantly boost student engagement and attendance at university-hosted events.

Lee and Wang (2018) examined the role of social media in promoting campus clubs but identified its limitations, such as information overload and fragmented communication.

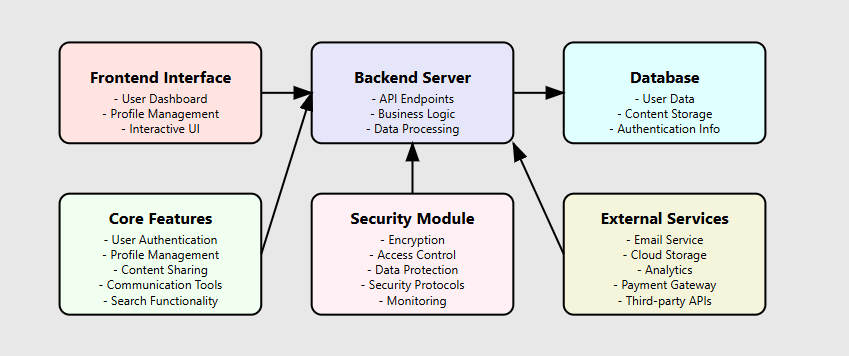
They recommended a centralized platform like **UniConnect** for delivering targeted information to enhance club visibility and event participation.

Patel and Gupta (2021) emphasized the efficiency of web-based event management systems in improving student participation and club operations. They also suggested integrating user-friendly interfaces and real-time updates for better outcomes. Jones and Lee (2017) highlighted how well-designed web portals foster community engagement by providing event calendars, club directories, and communication tools, ultimately enhancing student participation.

These findings collectively underline the critical role of centralized, user-friendly platforms with real-time features in creating a more connected, engaged, and vibrant campus environment, validating the need for a solution like UniConnect.

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| **Title** | **Year** | **Author** | **Key Findings** |
| Digital transformation in university campus engagement: The role of web-based platforms | 2020 | Sharma, A., & Sharma, R. | Centralized platforms enhance student engagement by improving communication between students, clubs, and administration. |
| Impact of mobile apps on student engagement in university activities | 2019 | Kumar, R., & Singh, P. | Mobile apps increase participation by providing easy access to event details and real-time updates. |
| Social media and campus clubs: Bridging the communication gap | 2018 | Lee, J., & Wang, T. | A dedicated platform improves communication and boosts event attendance compared to social media. |
| Student engagement through campus event management systems | 2021 | Patel, S., & Gupta, V. | Web-based systems increase participation and help clubs manage events efficiently, especially with real-time updates. |

**Proposed System (Block Diagram)**



The **UniConnect** website system comprises six main interconnected components that work together to deliver a comprehensive user experience.

The Frontend Interface serves as the user-facing component, providing an interactive dashboard and profile management capabilities.

The Backend Server handles all core processing, including API endpoints and business logic, while communicating with a secure Database that stores user data, content, and authentication information. Core Features implement essential functionalities such as user authentication, content sharing, and communication tools.

The Security Module ensures data protection through encryption, access control, and continuous monitoring. External Services extend the system's capabilities through email services, cloud storage, analytics, and third-party API integrations. All components are designed to interact seamlessly, with data flowing securely between modules through well-defined pathways.

This architecture ensures scalability, maintainability, and robust security while delivering an efficient and user-friendly experience.

**Alternative shorter version:**

The **UniConnect** website employs a modular system architecture consisting of Frontend Interface, Backend Server, Database, Core Features, Security Module, and External Services. The Frontend provides user interaction, while the Backend processes data and business logic. The Database securely stores all system information, supported by Core Features that implement essential functionalities. A comprehensive Security Module ensures data protection, and External Services integrate third-party capabilities. This integrated system ensures efficient operation, secure data handling, and a seamless user experience while maintaining scalability and ease of maintenance.

**Conclusion**

**Centralized Communication**:

* Links students, clubs, and events on a single platform.
* Addresses fragmented information and limited interaction issues.

**Customized Event Recommendations**:

* Provides personalized event suggestions based on student interests.
* Simplifies the process of discovering and joining events.

**Effortless Communication**:

* Enables direct communication between students and club organizers.
* Provides real-time updates on campus activities.

**Enriched Campus Experience**:

* Fosters a more connected and dynamic university environment.
* Strengthens community bonds and enhances student engagement.

**Overall Impact**:

* Bridges gaps in campus connectivity.
* Enhances student life and supports institutional involvement in extracurricular activities.

**References**

1. Sharma, A., & Sharma, R. (2020). Digital transformation in university campus engagement: The role of web-based platforms. *Journal of Campus Technology, 15*(2), 78-92.
2. Kumar, R., & Singh, P. (2019). Impact of mobile apps on student engagement in university activities. *International Journal of Student Engagement, 8*(1), 34-45.
3. Lee, J., & Wang, T. (2018). Social media and campus clubs: Bridging the communication gap. *Journal of Higher Education Communication, 22*(3), 121-133.
4. Patel, S., & Gupta, V. (2021). Student engagement through campus event management systems. *Journal of Digital Event Management, 6*(2), 53-66.
5. Jones, L., & Lee, A. (2017). The role of web portals in enhancing university student life. *Journal of Campus Life and Engagement, 10*(4), 142-155.

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1. Kumar, R., & Singh, P. (2019). Impact of mobile apps on student engagement in university activities. *International Journal of Student Engagement, 8*(1), 34-45.
2. Lee, J., & Wang, T. (2018). Social media and campus clubs: Bridging the communication gap. *Journal of Higher Education Communication, 22*(3), 121-133.

**Annexure I: Form A-Title Approval (for offline mode)**

**Project Title** : UNICONNECT

**Group ID**: SY\_!3\_G04

**Team Members**:

**Project Synopsis**:  
University students often miss out on campus events and club activities due to fragmented and inconsistent sources of information. UniConnect addresses this challenge by providing a centralized platform to bridge the communication gap

**Submitted By**:  
Signatures of all group members:

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name and Signature)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name and Signature)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name and Signature)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name and Signature)

**Reviewed By**:  
Project Supervisor/Guide: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name and Signature)  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Approval By Department Head**:  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Annexure II: Form B-Market and financial feasibility (verify from guide)**

**Market Feasibility**

* **Target Audience:**  
  University students, club organizers, faculty members, and campus event managers.
* **Market Need:**  
  University students often miss out on key campus events and club activities due to fragmented information sources such as social media, bulletin boards, and word-of-mouth communication. This leads to reduced participation and engagement in campus life. UniConnect addresses this gap by providing a centralized platform to consolidate all relevant information.
* **Competitive Analysis:**While some universities offer mobile apps or social media channels for announcements, these platforms typically lack comprehensive and integrated event and club management features. UniConnect stands out by providing a dedicated platform with advanced functionalities like search and real-time notifications.
* **Potential Market Size:**The initial market comprises the entire student body and faculty members interested in participating in or organizing campus activities. For instance, at a university with 10,000 students, this could represent a robust starting user base.

**Financial Feasibility**

* Budget Estimation:
  + Development Costs:
    - Web development tools (e.g., HTML, CSS, JavaScript frameworks): Minimal cost as open-source tools will be utilized.
    - Hosting and domain fees: Estimated at $100-$200 annually.
  + Labor Costs:
    - Development by a student team implies negligible labor expenses.
  + Marketing Costs:
    - Email campaigns and campus flyers: Estimated .

**Feasibility Conclusion**

UniConnect is a financially viable project, leveraging free or low-cost web tools and requiring a minimal budget. Its reliance on a student team for development reduces labor costs significantly. The potential for significant improvement in student engagement and campus involvement strongly justifies the development costs, making the project not only feasible but also impactful.

**AnnexureIII: Literature survey paper or links**

**Student-Club Communication** <https://www.sciencedirect.com/science/article/pii/S1877050919317179>

**Personalized Event Recommendation Systems**

<https://link.springer.com/article/10.1007/s10462-019-09744-4>

**Centralized Communication Systems**

<https://www.researchgate.net/publication/272957914_Levine_J_2008_L%27enfant_philosophe_avenir_de_l%27humanite_Ateliers_AGSAS_de_reflexion_sur_la_condition_humaine_ARCH_Paris_France_ESF_editeur>

**Technological Impact on Campus Engagement**

<https://www.researchgate.net/publication/373102909_Impact_Of_Technology_On_Student's_Engagement_In_Different_Dimensions_Cognitive_Behavioral_Reflective_And_Social_Engagement#:~:text=The%20study%20finding%20reveals%20that,reflective%20engagement%20among%20the%20students>.

**Improving University Social Systems with Apps**

<https://www.researchgate.net/publication/361617594_The_uses_of_social_media_applications_in_Higher_Education>