# CHAPTER ONE - INTRODUCTION

This chapter gives an introduction of the entire project. It also gives the overview of the project, problem statements, objective, scopes and the expected outcome of the project.

## 1.0 BACKGROUND

The emergence of social media has revolutionized the way people connect and interact with one another. In recent years, social media platforms have become popular among students as a means of communication and sharing information. With the increasing use of social media, many universities and colleges have started to recognize the important of having social platform that is specifically designed for their campus community.

CampusBuzz is a social media web-application designed for the university students to connect and communicate with their peers, faculty members, and staff. The platform aims to create a virtual campus community where students can easily access information, events, and resources that are relevant to their academic and social life.

## 1.1 PROBLEM STATEMENT

Although, there are a lot of popular social media platforms which are mostly dominated by students, there is lack of social media platforms that are specifically designed for university students. Many students use general social media platforms, such us Facebook and Twitter, to connect with their peers, but these platforms do not provide the same level of tailored features and resources that a campus-specific platform could offer. Furthermore, there are concerns about privacy and security on general social media platforms, which can deter students from using these platforms to connect with their campus community.

## 1.2 AIM

The main aim for this project is to provide a social media platform that is purposefully designed for the needs of university students.

## 1.3 OBJECTIVES

The objectives of this project are follows:

* Connect with other students on their campus.
* Discover events and activities happening on campus.
* Access academic resources and information.
* Communicate with faculty members and staff.
* Share their experience and perspective with the campus community.

## 1.4 PROJECT SCOPE

CampusBuzz is designed for college and university students who are looking for a social media platform that is tailored to their needs. The platform is particularly useful for students who:

* Want to connect with other students on their campus.
* Are looking for information about events and activities happening on campus.
* Need access to academic resources and information.
* Want to communicate with faculty members and staff.
* Need their privacy and security from other platforms.

## 1.5 PROJECT JUSTIFICATION

This project CampusBuzz offers a platform that is specifically designed for college and university students, which can enhance communication, access to resources, and user experience for students. The platform can improve students’ engagement and interaction through features such as events, and messaging, which can enhance the user experience and enable students to connect and engage with their campus community.

## 1.6 PROJECT MOTIVATION

The primary motivation behind the development of CampusBuzz is to address the needs of university students. General social media platforms do not provide a tailored user experience for students, which may not meet the unique needs of the campus community. CampusBuzz provides a platform that is specifically designed for university students, which can enhance communication, access to resources, and user experience for students.

Also, CampusBuzz can foster a sense of belonging among college and university students. The platform can improve engagement and interaction among students, faculty members, and staff, which can enhance the campus community and foster a sense of belonging among members.

## 1.7 PROJECT BENEFICIARIES

The primary beneficiaries of CampusBuzz are college and university students. CampusBuzz can improve communication and collaboration among students, which can enhance academic performance and social engagement. Additionally, CampusBuzz can provide a platform for faculty members and staff to share information about events and activities, which can improve engagement and participation among students.