**SYSTEM REQUEST**

**Project Name:** GCU Connect - Enhancing the GCU Community

**Project Sponsor:**

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**Business Need:**

To establish a comprehensive social media application exclusively for Grand Canyon University's (GCU) community, fostering improved communication, collaboration, and engagement among students and staff. The aim is to create a versatile platform that seamlessly integrates academic, social, and extracurricular features, enhancing the overall quality of life for the school’s community members.

**Functionality:**

*The primary functionalities include:*

Cross-Platform Accessibility:

Develop the application for both iOS and Android platforms, ensuring broad coverage of the user base and accessibility on various devices.

User Authentication:

Implement a secure login and registration system within the GCU domain, ensuring the exclusivity of the platform to GCU students and staff.

Profile Management:

Allow users to create and manage profiles with personal and academic information, fostering a sense of community and personalization.

Messaging (Public & Private):

Implement a chat system for private and group messaging with real-time functionality, facilitating direct communication and collaboration.

News & Events Feed:

Display recent news, announcements, and an events calendar for academic, social, and extracurricular activities, promoting awareness and participation.

*The secondary functionalities include:*

Group Interactions:

Create a system for users to join or create interest-based groups and communities (e.g., study groups, clubs, or event committees).

Notifications:

Set up notifications to alert users about messages, events, and important updates, ensuring timely and relevant engagement.

Event Registration:

Allow users to register for events or activities directly through the platform, streamlining the participation process.

Search and Explore:

Enable users to search through a list of academic, social, and extracurricular activities, fostering exploration and participation.

Feedback & Reporting:

Allow users to report inappropriate content or issues and provide a system for user feedback and feature requests, promoting a safe and user-driven environment.

**Expected Value:**

Tangible:

* Anticipate a significant increase in user engagement, leading to a positive impact on the GCU community.
* Potential collaboration opportunities with GCU departments and external partners.

Intangible:

* Enhanced sense of community and connection among GCU students and staff.
* Potential for increased enrollment and positive brand recognition for GCU.

**Special Issues or Constraints:**

* The project is deemed strategic for GCU, aligning with industry trends indicating the growing importance of social platforms in educational settings.
* Without the implementation of the GCU Connect platform, GCU risks falling behind in providing a competitive and engaging environment for its community members.
* The system should be ready for deployment before the start of the upcoming academic year to maximize its impact on student engagement and community building.