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BUSINESS PROPOSAL

myUni404

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**Elevator pitch.**

**myUniSocial** is an interest based social media platform.

If you are anything like myself and use existing platforms like Facebook, you have probably gathered 100’s or maybe even thousands of friends over the years, ranging from family members, to meeting random people on nights out and of course long-standing friendships dating back to school.

On a good day, I probably only care about a handful of those people, yet I find myself having to scroll through hundreds of posts from people posting about things I don’t really care about to eventually (and hopefully) get to a friends post that either might have something to do with me or be related to something that I care about.

This is where **MyUniSocial** comes in.

With **myUniSocial,** when you create your account, you are presented with many options of interests to create Circles for, be it Gaming, Movies or Anime, it is in these circles that you would see your friends that also share these interests.

Switching your feed between different circles of friends will be as easy as changing tabs, and every user will have a General/Misc. circle by default, to make sure you don’t miss out on what’s happening with your greater circle of friends.

New circles can be joined, old circles can be left, putting you fully in the driver’s seat of your own user-experience and being in control of what updates feel relevant to you.

User profiles will offer some customisation, giving the user some creative room to boast some flare and show some real individuality with custom profile backgrounds, layouts, audio embeds and more to keep visitors to their profiles entertained.

Privacy options for posts within circles will be inner circle and outer circle, inner circle only reaching to your direct friends, and outer reaching out to friends of friends.

These are settings that you can not only apply to each individual post, but also to the preference of the circle itself.

If you are only interested in what your inner circle has to say, that is all that you will see. If you like the idea of meeting friends of friends that share the interest of that circle, the outer circle setting would be the way to go.

This could be a fantastic opportunity to meet likeminded people with similar interests or find new bonds with existing friends who you had no idea you shared that particular interest with.

**myUniSocial aims to bring people together through what they enjoy.**

We want to spark **conversations** and get the world **inspiring** each other again.

We want to bring social media back to the **user.**

And we want to make **social** media, **social again.**

**Executive Summary**

Overview

myUni404 is a platform for educational institutions with computing departments, intended as an optional add-on for an up-and-coming social media platform for universities, but could be added to existing solutions such as Learning Space or Moodle.

The platform offers the perfect space to ask questions around fields of computing, allowing them to include an explanation of their problem as well as the code that they are having trouble with.

In turn students can browse myUni404 and answer questions, helping them improve vital debugging skills. The current categories for questions on the platform are Web, Game Dev, System and OS, and Robotics. Students can easily switch between these categories should they wish to be versatile with their disciplines.

Each user has a profile which displays how many questions they have asked and answered, their university course, year, profile picture and some ‘about me’ information. Questions asked and answered questions are also displayed in this space.

Users cannot update their course and year by themselves, as this would be performed by university staff, or information would be carried through from Learning Space or Moodle.

The Problem

The problem that I have observed within current iterations of similar platforms such as Stack Overflow, is that they are famously not beginner friendly. Many questions have already been answered perhaps under different search terms, but it is my opinion that becoming a skilled searcher within these domains takes some experience, users can be penalised or even banned for asking what may be deemed repeated, too simple or too trivial of a question.

The second problem is university staff are no doubt regularly inundated with coding questions natured around “Why doesn’t this work”, this platform offers a simple solution to this, giving them more time.

The Solution

myUni404 offers a similar experience but aimed at beginners. The user friendly platform aims to provide experience in asked good questions and providing accurate answers in a space where the simpler a question might be, so will be the answers, in turn providing bug fixing experience to any and all that may want to submit an answer.

The platform would also be a benefit to university staff who may get asked a lot of question around debugging students’ code. myUni404 provides a space where students can put the question to other students, allowing those that answer to gain more experience and those that asked to take their solution and continue their project.

The Target Audience

The target audience for this application would be educational institutions and students. The platform could be added onto their existing student portal such as Learning Space or Moodle, or as an optional add on to the social media platform myUniSocial which is currently in development.

The Market/Competition

in development. Stack overflow enterprise would be the closest market competitor. We stand aside from them by being integrated into educational institutions learning platforms, offering the same colourings and familiar feeling space that they are used to, also allowing university staff to watch over the space very easily.

**SWOT Analysis**

Strengths

**Beginner friendly** – The platform offers a beginner friendly space, allowing users to gain experience which would be industry relevant, and make them confident to move on to other platforms after their education.

**Different fields** – Offering different channels for different fields of computing gives users a great opportunity to browse for questions around their specialism or try something new to keep themselves versatile as a budding computing professional

**Student portal integration** – Available right from the student portal will drive user interaction as users will feel they are using a university feature rather than a third-party website. This ease of access will attract students to spend time answering questions or asking them as replies could come through quickly.

Weaknesses

**Competition** - Similar platforms exist such as Stack Overflow which does currently have more functionality and a large user base.

Opportunities

**Customisation** - Existing platforms don’t offer much in terms of customising the experience, though feeds can be edited, it takes some considerable effort to organize according finding people with similar interests or hobbies. This platform would be built around the idea of making that feel intuitive and seamless.

**Better Targeted advertising** - If we were to follow a similar advertising business model to Facebook, targeted advertising could be performed according to peoples interests and would advertise within that space. This would be a less invasive and more transparent approach

Threats

**Competition** - Existing platforms such as Facebook are massive, even so, Facebook’s user count has seen a decline as users migrate to TikTok. As myUniSocial will be built around peoples interests as opposed to being more of a meme sharing platform, it will take some consideration to employ features to draw in the younger demographic.

**Data Breaches** - Data breaches would be a concern as users lose trust in such platforms very quickly, with this in mind, it would be of the utmost importance to make sure all security measures are present to ensure the safety of all user data held.

**PESTLE Analysis**

Political

Given the focused nature of the platform being education and computing, I cant foresee any major political impacts. We would have to be sure people do not use the platform unintended means and start using it as a general forum where questionable content might be shared.

Economical

The platform would have a lot to offer to educational institutions and the local economy included. The platform would help create more confident developers and prepare them for industry bug fixing issues and a great understanding around asking questions on other platforms and necessary levels of detail to be applied when doing so.

Social

Being a forum at its heart, myuUni404 proposes a fantastic opportunity for social side to university, students helping students is a great way to make new industry connections and gain a reputation as not only a good would-be developer, but also team member.

Technological

We would have a massive responsibility to ensure the safety of everyone’s data on the platform. Ensuring that the necessary security measures are implemented will be an absolute must to keep our users safe from data breaches.

Legal

As previously mentioned, we will have a great legal responsibilty to ensure all user data if very well looked after and that every security measure is in place. The data could be of potential value to those with such a mind to obtain the information illegally, which could result in legal action against the company.

Environmental

Being a Social Media Tech company, we would have to consider the environmental impacts of the energy we use. By 2040 it is projected that the tech industry will constitute 15% of global emissions, which is equivalent to half of that of the world’s transportation sector. Keeping this in mind, ensuring we operate on as much ‘green’ energy as a continued focus will be very important.

**Presentation slides**