**Name of the App:**

Orbit

“for things happening in your orbit (university)”

**Target of the App:**

University Students

“The craigslist for universities”

**Content:**

**User Flow:**

* User creates an account
* Selects “posting boards” he or she is interested in (all relevant “postings” for a university student only)
  + Carpool
  + Buying & selling
  + Subletting
  + Tutoring services
  + Parties
  + Courses (i.e. BIO 130)
  + Events (i.e. hackathon, conferences, recruiting sessions)
  + Pickup sports
  + Subletting
  + Textbook exchange
  + furnitures
* Views all posts from posting boards
  + Postings expire and are deleted within 1 week or when the posting expires (i.e. pickup basketball game at court A from 6pm-8pm, post will expire at 8 pm)
  + Each user can post a maximum of 5 posts per board (premium feature = unlimited postings), this is to encourage them to take down posts when they expire (i.e. selling item that has been sold)
* Can expand post inside posting board to view details
  + Can include user “rating” for things like buying & selling, carpool

**Objective:**

Goal: replace cluttered Facebook groups advertising services and have one central location where university students can view all postings in the boards they are interested in

Why is this better than Facebook groups:

* One unified group for each board “i.e. at Waterloo we have 3-4 different semi-active rideshare groups”
* Old posts are deleted, only active and relevant content will be shown to the user (no searching)
* No spam (postings to boards must be in a specific format)
* Lightweight, streamlined, and distraction free

**Features:**

Posts for every possible aspect of university life, users should be able to choose their priority for which post wall to be shown to them first

* Integrate sorting & filtering function, ability to add more boards and view all or sort view to just the boards they want to see

**Profits:**

1. Advertisements for local nearby commercials such as restaurant, house renting, clothing and extracurricular activities
   * They can post “sponsored” board posts that will appear at the top of the board (but can be swiped away or scrolled past) for a longer duration; think “billboard ads”
2. The amount of users
3. When creating an event, the app will offer “coupons” or “ads” for nearby establishments