BRANCH

By Team Simple

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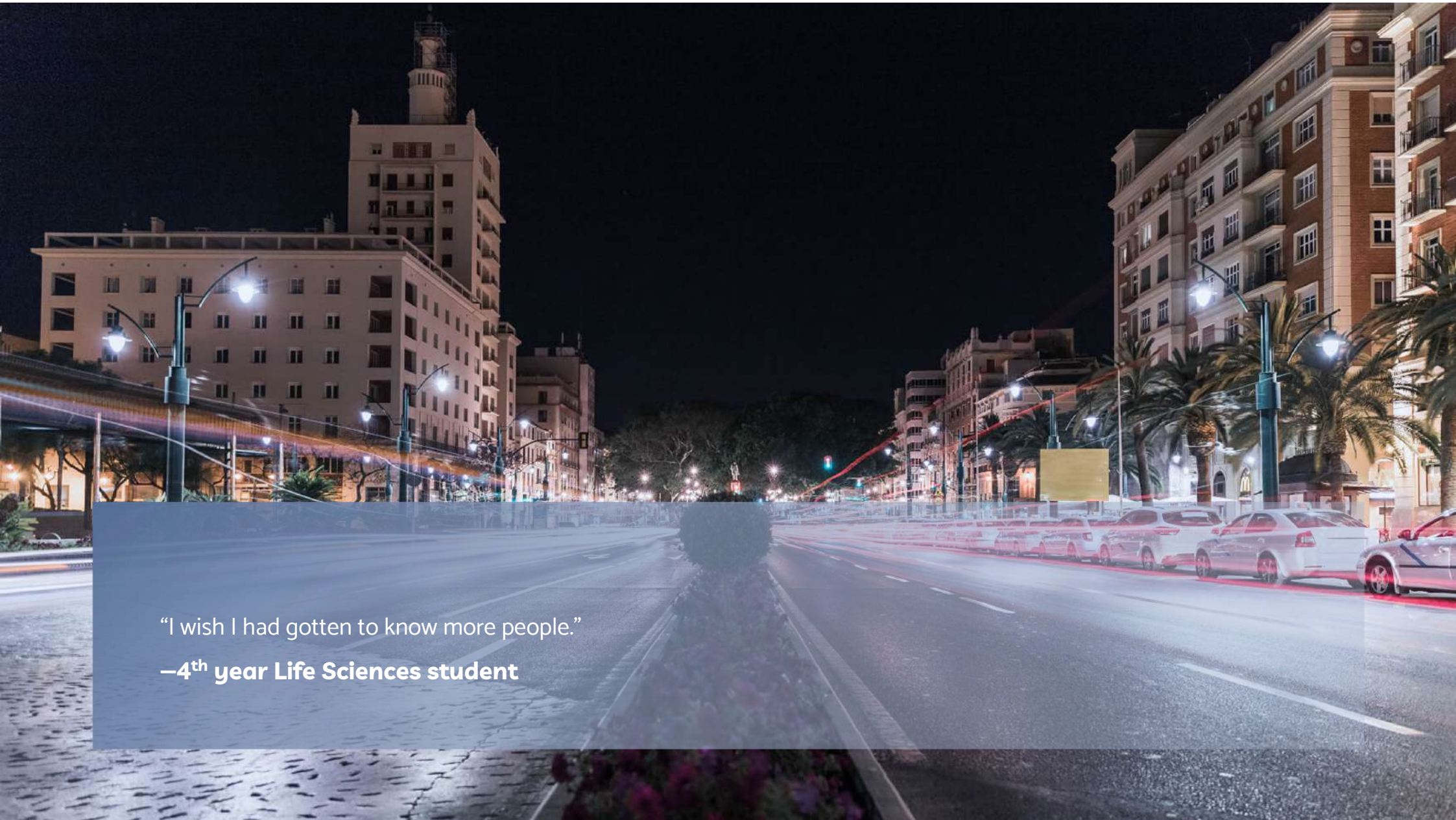
"I wish I had gotten to know more people."

—4th year Life Sciences student

PROBLEM STATEMENT

In the university classroom setting, many students lack the understanding and familiarity between each other to strike a **meaningful conversation** and build a **solid relationship.**

Career Prosperity

Meeting and interacting school peers can help students succeed in and out of school

Mental Health

Human interaction and group work can help ease the feelings of solitude

Current Alternatives

Social Media

It is often hard to find people in your program or people you can work with online on your own. These are not optimized for school settings

Quercus Chat

Lacking in functionality and features. The chat and interaction is also not the priority of this resulting in a mediocre approach

DESIGN
PROCESS

02

FUNCTIONAL REQUIREMENTS

DISPLAY NEARBY USERS

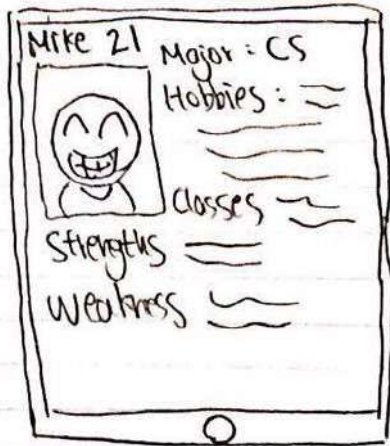**FILTER ACCORDING TO PREFERENCES**

CUSTOMIZE OWN PROFILE

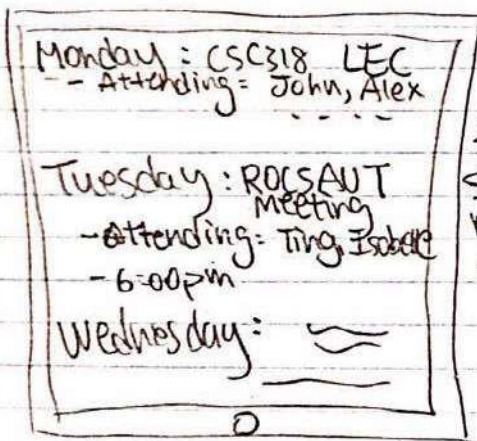**UPLOAD AND SHARE CLASS MATERIAL**

MESSAGE OTHER USERS

PROFILE MATCHER

EVENT ORGANIZER

Nametag

Design Customization

MIKE

MIKE

Attachable Pin

RED for #NOT-DOWN/STRESSED

MIKE

MIKE

UE for goodmood!

Yellow for Wanting to Meet Peop

MIKE

MIKE

MOOD NAMETAG

Testing

Branch

Better connection, better life.

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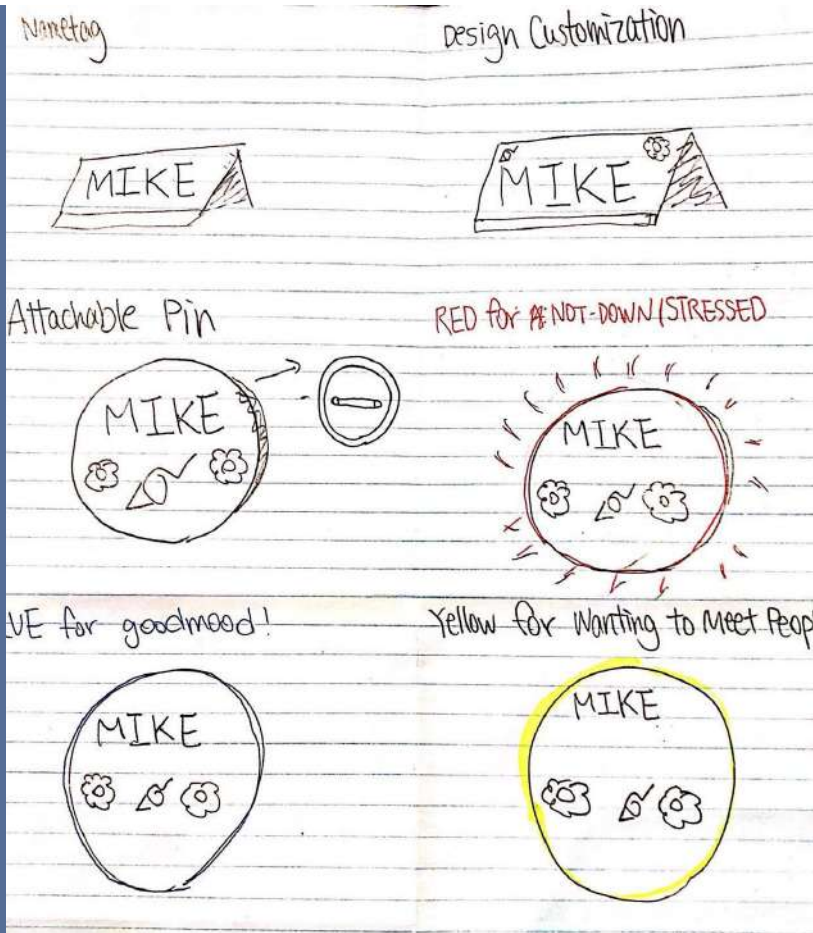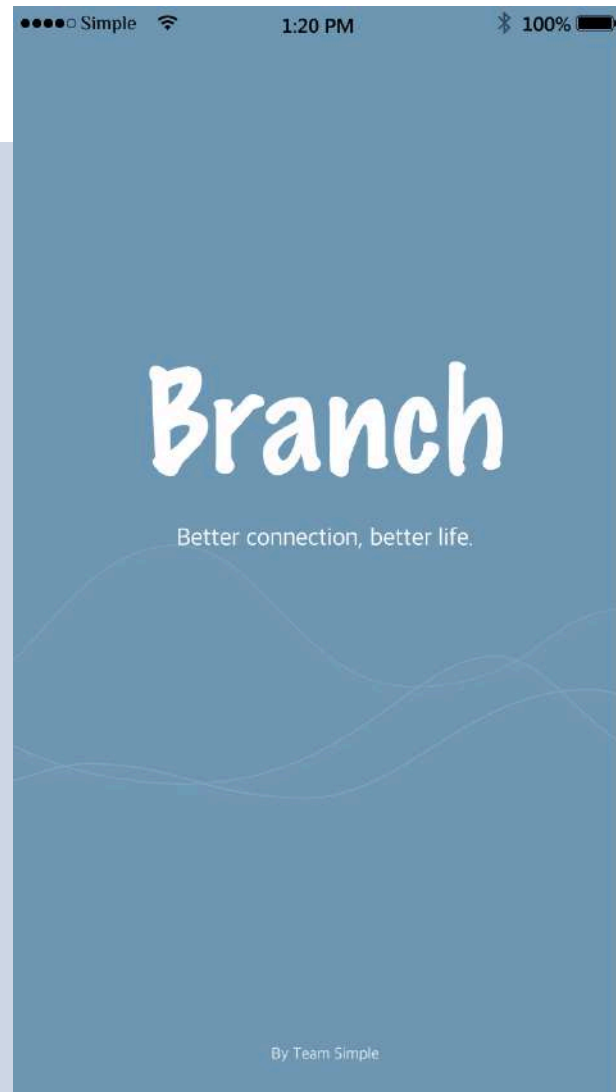
Expert Feedback:

1. Replace keyword search with filter by categories
2. Add back buttons and logout button
3. Missing upload and share class material function

"Group Chat function would really help for studying"

Second Year, Economics and Psychology

"I am surprised that there's no such platform yet"

Fourth Year, Statistics and Computer Science

"Very Intuitive"

Fourth Year, Rotman Commerce

IMPROVEMNTS

Improvement 1

Discover Page
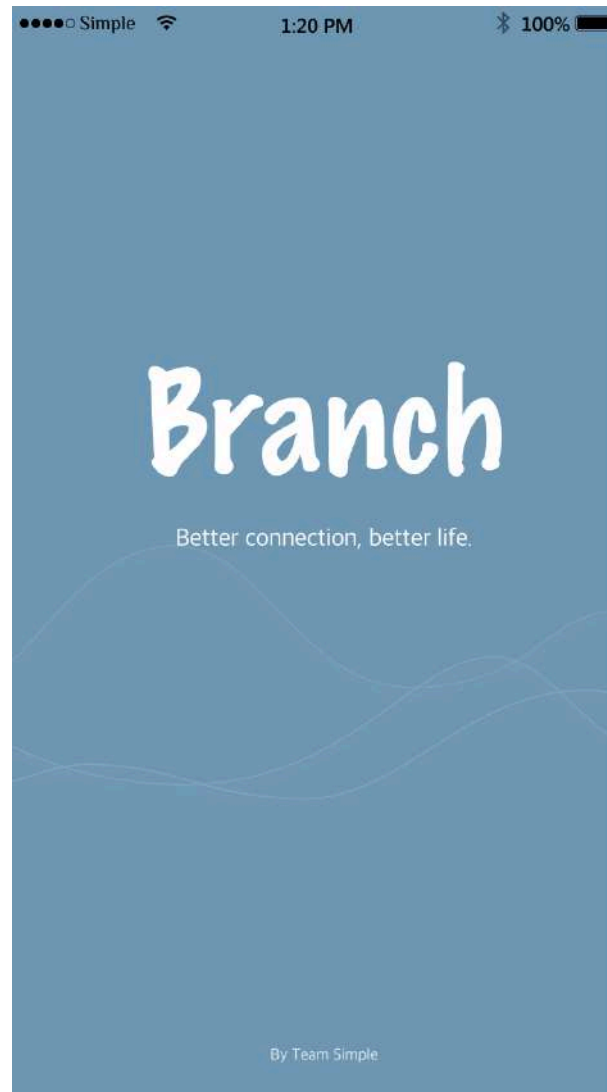
Improvement 2

Edit Functions on
Profile Page

Improvement 3

"Match" → "Connect"

Features

●●●●○ Simple 📶　　　1:20 PM　　　❊ 100% ▭

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THANKS

Does anyone have any questions?