Project Vision: Group Zero

Vision statement

UC San Diego students are constantly hit with flyers, social media blasts, and endless invites on Library Walk - it's easy to feel overwhelmed. That's where our app, **"SoCalSocial"**, comes in. **"SoCalSocial"** aims to centralize and filter information on a more personalized basis, showing students events that only matter to them. This reduces the stress from information overload, so students can focus on what really matters without the clutter.

Main Features

Basic (MVP) Features

- Users can see upcoming events for a given day on our webpage
- Users can know more about the event details by clicking on the event itself
- Host a small database to store all event and club information

100% Features

- **(Mobile-centric design)** Users have access to our website and all relevant information through their phones

- **(Users can follow clubs and/or events)**
  Users can keep up with clubs or events using the follow button which keeps track of their interest

- **(A way to specify recurring events (as people treat recurring events differently))**
  Users can be aware to what events happen recurring so they do not miss it

- **(Calendar page showing upcoming events of the followed clubs and events)**
  Users can see all their interested events in one personalized calendar page on our website.

- **(Share an event with a link. Users can then share events using QR codes, such as to put on physical flyers)**
  Website will maintain unique QR codes for each of the posted events to enable clubs and users to share events.

- **(Club-affiliated official accounts)**
  Clubs will have their own accounts to publish their events to their uses and garner interest.

- **Authentication system with permissions**
  Club members can make edits to the club account through their own email and invite future club members

- **Map**
  Users will have information about event locations and how to get there reducing the stress of trying to finding the event

- **User**
  Users can use their UCSD email to create an account and modify their profile to their liking; they can also choose to disclose their profile information to other users.

- **Friends**
  Users can keep track of the activities of those in their inner circle–close friends

- **Notification**
  Users can be notified about events or events changes before the event begins including changes in time, location, etc.

- **Event**
  Clubs can keep track of event participants and cap the number to ensure no overcrowding; Integrate interested events with calendars/.ics export

Customers, stakeholders, and competitors

- **Customers:**
  - UCSD students, (maybe other college students)

- **Stakeholders**
  - Students
  - Student org leads
  - University staff (who are in charge of in-coming student orientation and school safety)
  - (potential) Investors and stakeholders to events

- **Competitors**
  - Social Media like: Discord, Instagram
  - Other groups doing the same thing

Risk that may lead to the failure of the product

1. Customers might have stickiness to other pre-existing apps and do not want to add the new platform to their advertising.
2. Authentication system is complicated and can be easily messed up.
3. Bad design and coding leading to convolution and then it becomes hard to add new features or understand what is going on.
4. The calendar page might be tricky to implement especially with respect to being responsive to day-to-day changes.
5. Maintaining the ability to host the website on everyone's devices. For example, all persons would need to be able to successfully run the website and database at minimum.

Plan to resolve the most serious risks

1. Connect with student networks and the access to multiple popular orgs for advertising the app
2. Backup if authentication does not work: Only club accounts can edit and post events. Org leads can switch to the club account to manage events.
3. Maintain simplicity by sticking to few yet essential features; make use of peer and user feedback to help improve design and code
4. Provide an ordered list of all related events without any calendar.
5. Initial runs would involve capping the number of users and clubs using the website until proper infrastructure is obtained. Other ways include capping the number of events one can be interested in, number of friends per user and number of events a club can publish on a given timeframe

General technology plan

Along with using React/TypeScript/HTML/CSS, we will certainly need a database to store information about users, clubs, events, and more across a few tables. A few of our group members already have experience with SQL and relational databases, so it shouldn't be overwhelming to add this to our plate. We will be sure to assign people to tasks according to their strengths and experience.

The other service that we will need is a backend, for which we were thinking of using the flask module for python. Every member of our group has experience with python and some even have experience with flask, meaning there shouldn't be a large amount of research required on this task. We believe our app will be more front-end-heavy in terms of development effort, but we will designate at least one member of the team to focus more on the backend.