**ConnectIU Mobile App Summary**

**Problem:**

Although Indiana University manages to bring back in-person campus experiences, many students still feel their social lives haven’t resumed and are disconnected on campus. On the other hand, social media and mobile devices become daily necessities for our generations. With that in mind, our team decided to develop a mobile application that could bring the community back together and make Indiana University a more cohesive and collaborative learning environment.

**Solution:**

ConnectIU is designed as a mobile app solution to provide IU students with an online interactive platform. The app offers two features including a real-time tweet function and a live map to keep track of ongoing activities and relevant IU campus information. Within the map function, users can find the quickest route and available options of transportation to travel from point A to B on campus. In addition, users can add/follow other students and monitor friends’ locations, status, and activities on the platform. By cooperating with different IU colleges and organizations, the app’s map feature can showcase a comprehensive overview of current and future activities on the IU campus.

**Target audience/market:**

Target Market: Indiana University

Target Audience: All students, faculties, and members in IU community

**What sets you apart from other similar efforts:**

While on one end, we are aware that IU already had websites (BeInvolved, Events Calendar, DoubleMap, etc.) to help students stay connected with the IU community and ongoing events. However, we also realized that these web apps have very low daily activity as students tend to spend more time on mobile devices than computers. In fact, some students don’t even know these apps exist, in which we believe the UI/UX design and functionalities of some IU apps make them less attractive to the Millennials. ConnectIU however, will be designed and based on students’ feedback on design preferences and desired features; and will combine all the required functions and information, aggregately presenting on ConnectIU’s live map. ConnectIU will be the first of its kind in IU apps and even the mobile app marketplace. In the end, we hope ConnectIU’s features will be added to IU Mobile and have an impact on IU students’ campus experiences.

**Any possibility for revenue, financial support, or community buy-in:**

We aim to develop and publish ConnectIU for both iOS and Android mobile operating systems. This app should be free and available to all IU students and faculty. We may or may not need support in financial since our team volunteers to work on this project. However, since all IU students and faculty will make a large user base, we may need IU’s support in database management and a highly secure and reliable server to operate the application. Over time, we believe ConnectIU will grow tremendously and become a valuable asset to the IU community.