

## Deliverable #5

Team: Marissa Kelley, Lukas Hayes, Willy Tardif, Michael Grigoriev, Darby Shepherd

### General Design

*Visual:* [Website](#)

*Written:* Our website Unity, has layered CU's student run clubs, CU-Boulder, and perspective students into one platform. Our goal was to make processes such as hosting events to joining a club, much simpler than it currently is today. We also wanted our website to be a place that would allow for all of this to happen in one place. For those looking to join a certain club, you could easily find all the contacts for that club within each club's group page. For any club looking to recruit members, our website can make it much easier to reach out to people. Those who are currently in clubs will have the ability to see events that your club is holding, who else is a part of the club, as well as set up their own events. Students aren't just limited to seeing events from their club however, as they also have the ability to see what events other clubs are hosting. From there, they can determine whether or not they would like to attend it and can also plan around other club's events. Your profile setting will allow you to express who you are, your interests, and what clubs you are looking for.

For those looking to plan an event, working with CU-Boulder is essential, which is why our website has a back layer to it. Through this, students will have all of the resources they need to find a venue, purchase food, manage their costs and work efficiently with CU. A master calendar will be provided to everyone where one will have the ability to look at all of their club's meetings and events as well as other meetings. We hope that by having one large calendar, and hence more awareness of what's happening, students and the Boulder community will attend and participate in more school-wide events.

We would like to note that in the future we plan on making Unity's platform adaptable to more than just the CU-Boulder campus. We designed the Unity platform based off of a general consensus that this site could be expanded further to campuses nationwide. Considering the fact that we want to bring people together and unite them, we would love to be able to spread our platform to other Universities with the possibility of making it global.

If you click on the website link above, you'll see how accessible and convenient we have made finding clubs at CU compared to how it is now. The club information along with their other social media sites can be easily accessed and the emails of significant members of the clubs are provided.

### User Profile

*Visual:* [Website](#)

*Written:* A user's identity is constructed through a profile page. Here, they can keep track of what events they've attended, what clubs they are a part of as well as what clubs they might be interested in. The public information includes their name, (University of Colorado-Boulder) email, the clubs they're currently in, and whether they're in a leadership position or not, as well as an optional photo. The private information will include the student's bookmarked clubs that they are interested in as well as what events they are attending. The public events will show up on the shared club calendars, which will be able to be seen by people not in the club. If they create an event (public or private) for a club, that will also be recorded. People invited to the private events will be the only ones able to see those events and it will only pop up on their calendar. Users (specifically those in leadership positions) will have the ability to make their contact information such as emails, public for others, however they can choose to make themselves available only through this website. Another part of the user profile is the access to CU. For many student organizations, hosting events are a crucial part of their club as it allows them to expand and share what they've done. Every event must go through CSI (the Center for Student Involvement) at CU. Many clubs expressed their distress when going through CU due to

slow communication or because of a lack of knowledge of what steps to take. For this, we've provided each user with links to the resources they need to make events possible. These links include CSI, BuffConnect (used for budgeting tools), and the UMC (to obtain accurate pricing before purchasing). Those who are currently in clubs will have access to this "back page" of the website which includes more direct contact with CU-Boulder. For those interested in clubs, they will have access to the club's main page, photos, videos as well as past and upcoming events.

### Data and Privacy

*Visual:* N/A

What kinds of privacy protections will you have? Include a write-up of these decisions, as well as a (simple) privacy policy that users will agree to. You should use privacy policies from similar sites for inspiration, but obviously you do NOT have to write one that is full of legalese or that is very long. It can just be a simple statement of the data you collect and how it will be used.

*Written:* The information we would collect from each user includes their profile settings, links clicked, events attended, and what online connections you make through our site. Beyond the user profile data, the other data we plan to collect from our users has the sole purpose of helping us better understand our demographics and allow them to have the most optimal and enjoyable time while they are on the site. Saying this, we plan to collect only a few aspects of each user's experience/interactions on this site. This includes: (1) what links a user clicks on and (2) the activity of each club (not user). By knowing which links are used the most, we can better understand what each user utilizes the most and why. We could possibly compare it with how they set up their profile. Based on what similar users (people who set up their profile similarly) clicked on, we could recommend things to each user and make their online experience more simplistic. We can also use this data as a way to advertise further to determine what information people are looking for and where people could go for further resources. For example, a student who is involved in a Jewish club may find an advertisement for hillel to be useful or more resources for Jewish students at CU. Our reason for collecting data on the activity of each club is

partially for us to determine whether a club is active or inactive but also in order to send out optional reports to the boards of each club. In this way, they can determine what strategies could be used or changed to meet their personal goals. Knowing how much involvement and time commitment is needed for a club can be a breaking point for prospective students, and we feel this is important information for a person to factor into their decisions.

As far as advertising goes, a way for our website to make profit is by selling this interaction data so that our users can have personalized advertising. Because we are focusing on bringing people together, we would like to include that within our site. Based on profile settings, links clicked and events attended, we can connect people's profiles on the site, which will allow people to find people with have similar interests. Finally, as mentioned previously, we would track what events or talks you attend, which will allows us/the site to recommend upcoming events that are similar to the previous ones attended.

### Policy:

#### Unity's Privacy Policy

Marissa, Michael, Lukas, Darby and all of Unity's users would like to welcome you to our site! Our users may hail from different countries, speak different languages, and have different interests, but we all share a common love for CU-Boulder.

We strive to provide each user with the most enjoyable and idealistic online experience. We want each user to feel comfortable and included within our community here at CU. For us to make this dream become a reality for you, we need to collect the following information from you. This information will not be shared or distributed to third party users or other companies. We do not and will never try and profit from a user's confidential information. We will collect the following:

- Each user's profile settings
- Each link that a user has clicked
- Each event you have attended (that's reported on the site)
- Each connection you make with other users on the site.

We want each user to feel free to express themselves on the site. If for any reason this isn't the case, please contact our support team at:

Email: Dwight.schrute\_4president@cubunity.edu

Phone: (678)-999-8212

[Or you can find us in the Boulder train station at platform 9 ¾ ]

☐ **I agree to the terms provided.**

## **Part 1 (Community Guidelines) and "Why"**

### **1. Respect**

- A large aspect of this community is the ability for people to create and advertise the diverse clubs that they are proud of. As this entails large amounts of diversity and different ideals, respect is a massive portion of the functionality of the website.
  - No hateful language**
  - Bigotry, clubs maintaining ideals against a minority, and/or spread of negative ideas are strictly forbidden.**
- The goal of our website is to create a safe space to plan events that all are welcome to. Please strive to uphold this ideal with the way you speak to other members and moderators.

### **2. All Are Welcome**

- a. Please strive to make this as inclusive an environment as possible; whether you are a non-traditional student, a regular student, old or young, or someone visiting from Mars, please uphold our commitment to a safe, diverse space.

### **3. Don't Litter**

- a. We want to keep the site as clean as possible in order to streamline the processes that we're striving for.
- b. Fake accounts or accounts impersonating another individual for personal gain will not be tolerated.
- c. This website is under the community guidelines of the University of Colorado-Boulder.
  - i. **As such, any spam or harm posted on this website will be reported to the university and handled under their jurisdiction.**

### **4. Planning Events**

- a. Any fundraising done through the website will be monitored and must comply with CU-Boulder and CSI (the Center for Student Involvement) guidelines.
- b. All transactions must go through and be accepted and approved by CU-Boulder.

### **5. Advertisements & Recruitment**

- a. We understand that promoting and recruiting for your club are vital to its lifespan, as well as to the health of our website. However, abusing the site to advertise or recruit in a way that can be categorized under "spam."
  - i. **Individual messages to users involving recruitment and advertising for your club is forbidden.**
    - 1. Instead, promotion will be handled on the main page of the website.

- b. The site is designed to be easily accessible and allow the **user** to seek out and inquire about clubs and organizations of interest; it is their responsibility to contact the club moderator, and **never** vice-versa.
  - i. Any responses by moderators to minors (prospective students) will be monitored by CU.

## **6. CU Involvement**

- a. The website is moderated by the University of Colorado - Boulder. This allows security and ease of access to current and prospective students, as well as allowing the content of the clubs and the main page to be ensured to be safe and, when possible, welcoming.
- b. Any messages from a club moderator to a minor (prospective student) will be monitored to ensure safety of the person(s) involved. **CU and our website reserves this right.**
- c. Organizers take ownership of their group's safety. We encourage organizers to set guidelines prior to starting their groups. We know the clubs have different goals, members, and expectations so it would be difficult to create a universal moderator on the site. There are, however, certain cases where meetups will be removed from the site, these are: under 18 participation, groups organized to promote hateful or harmful behavior, and sexual content and nudity.

## **7. If any of our rules and guidelines are ignored or broken, CU and our staff may suspend or remove your account and/or club.**

- 8. The type of behavior not allowed on meetup includes creating fake or malicious accounts, spam, changing events so they “no longer align with the expectation and purpose set by the organizer,” trying to circumvent being blocked, pornography of any kind, “gratuitously graphic, disgusting, obscene, or violent content,” participating without consent, posting other people's information without consent,

bullying/harassment, using people's insecurities for personal gain, hate speech, supremacy, threats of violence, and glorification of self-injury.

9. Glorification of self-injury.

10. Similarly, for the community we are designing, we would like to allow students, parents, and prospective students the ability to make an account strictly for searching and bookmarking clubs. On the current student side, we would like to create policies that prevent students from creating malicious clubs that, similarly, no longer align with the expectations, purpose and goals bound by CU-Boulder. Anything violent, pornographic, etc. will be removed immediately from the website. Our website may reject, refuse to post or delete any Content for any or no reason, including Content that in the sole judgment of the website that violates CU-Boulder or which may be offensive, illegal or violate the rights of any person or entity, or harm or threaten the safety of any person or entity. Our website will have the rights to deny any club or organization promoting malicious, offensive, or illegal ideals. Our group has not fully committed to the idea of allowing students and non-students a chat-room or messaging platform within the website. We believe that while this may be beneficial for communication purposes, the majority of clubs we have already observed have Facebook pages, which would provide students the opportunity to message them there.

## **Part 2 (Background Write-Up): SCENARIOS**

1.) Mariwllly was desperate for a platform where her club, the Alliances for Self-Identified Attack Helicopters, could connect and plan with other clubs like hers. She thought one day, "You know, I could really use a website that does all of the connecting so all I'd have to do is say hi and plan events!" Suddenly, the lights began to flash and a huge *BOOM* rang from above. A golden figure; a giraffe, no larger than a bread box appears before her.



“Wish granted!” He says. With a wave of his magical acacia branch over Marwilly’s laptop, a wondrous new site appeared!

“Wow!” she exclaimed, immediately clicking the “start a club!” button, “Thanks Mr. Giraffe!” The wizard disappears with the roar of a lion, and Marwilly begins her adventure.

After clicking, “start a club!” Marwilly is prompted to name her club, and she enthusiastically does so. She’s asked to add members, either by existing profile or by name only, and adds a few of the friends that she had texted when the giraffe turned his back. The next screen gives her a calendar, and she’s prompted for any upcoming events that her club is having. There are a few and, as she types them in, an alert appears to tell her that another club is having an event on the same night! She’s presented with two options: 1) Reschedule event; or 2) Ask other club moderator if the conflict is okay. “That’s odd,” Marwilly says, though she understands why such a system would be needed.

After her initial sign-up is completed, Marwilly is free to explore the website. The calendar she had seen moments before was foremost on her screen, and clicking on her event provided an RSVP pop-up. Curious, she marked herself as attending, and the event in the calendar became highlighted. Almost immediately, she decided to message another moderator and was surprised to see a list of club leaders on one side of the screen! She clicks a name, and the messaging system appears. She types an inconsequential message, and immediately receives a response. A notification appears, and she’s delighted. “Wow,” she says. “This is the best platform ever!”

2.) There’s a sigh in the darkness, as Darbael looked at his pathetic roster for the Club for the Insanely Beautiful Minorities. “Why is this so hard?” He pondered, wondering why it was so difficult to recruit members to his obviously amazing club. “I wish there was a better way.” Suddenly, a huge *BOOM* rang from above. A golden figure, a giraffe, no larger than a bread box appears before her.

“Wish granted!” He says. With a wave of his magical acacia branch over Darbael’s laptop, a wondrous new site appeared!

“Thanks Mr. Giraffe!” Darbael says, clicking the “start a club!” button.

After going through the initial process, and adding the abysmal amount of members he has into the roster, Darbael searched for a way to recruit others. A button labeled “Join a club” caught his eye and, clicking it, he was greeted with an extensive list of all the clubs that were available! Scrolling, he noticed that the one he had created had appeared, along with a count of members and... an exclamation point! Darbael clicks it, and saw that someone had joined his club! There was even an option to send all members a message! He does, and thanks everyone for joining, and how excited he is to get started.

A small laugh echoes, as the tiny giraffe watches Darbael discover his magic. “All he needed was visibility,” the giraffe says. Smiling, he disappears into the night.

### (3) Report to Advertisers

Given our platform, the most practical advertisements to support our site would be for things that a typical college student may need. This could look like ads from the CU Book Store, Target, or other local Boulder shops. The kind of information that would be shared with advertisers would be non-identifiable, but could include other information both shared with by users, and attainable through meta-data, like location, graduation year, major, etc. Our advertising algorithm would work similarly to Facebook’s: using information that the user chooses to share with us to sculpt ads based on their apparent wants and needs. However, given that our platform is differently structured and more niche than Facebook, the types of information users would generate would primarily be demographic information and academic interests. If we were going to be supporting our website with ads, we would want them to stay in keeping with the tone of the platform. This means that the advertisements supporting our website must also (to some degree) support or pertain to our message: unifying diversity across campus. Unity is a call to action! Countless college students explore their campus everyday feeling out of place and underrepresented. While CU does a lot to promote diversity on campus and in student groups, it doesn’t manage to do this holistically or impactfully. Unity brings diverse students together and gives them the agency to create their own communities among one another. Our platform is designed to collect information regarding demographic, academia, and personal

interests. Because of the niche of our platform, the process of targeting ads at users would be a little simpler than Facebook's. On our platform students are putting in only the data most relevant to themselves and their lives, without the distractions of implications that come from other social media sites. This means that choosing to advertise on our website would produce very straight-forward results, and reel-in much business from users! We here at Unity are focused on the goal of bringing diverse students together, and targeted advertisements relative to diversity and/or academia could aid this goal if done appropriately.

(4) Facebook ad



Targeting:

- Age: 16-65+
- Location: Boulder, CO, USA
- Income: no preference
- Students
- Gender: All
- Ethnicity: All
- Pages following: CU Boulder Class of 2018, 2019, 2020, 2021

- CU Clubs [\_\_\_\_\_ Student Association]
- Objective: Generate interest in club/website

#### Demographics

- Education (In high school, High School Grads, In college/university, College Grads, Grad school Students, People, Aliens, DOGS, Planets, except PLUTO)
- Interests: Arts and Music, Pets, Politics/Social issues, Travel
- Behaviors: Volunteer
- Connections: People who like specific pages, friends of people who like your page, people who have responded to your event, people who have previously attended your event
- Placement: Automatic Placements (includes, FB, Instagram, Messenger and Audience Network)