BruinFeed Quizzes Product Requirements

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Vision

BruinFeed quizzes is a playful platform where UCLA students can take fun, quirky, and slightly absurd quizzes about campus life, similar to the style of the iconic BuzzFeed quiz.

Motivation

The BruinFeed quiz platform is being built to bring back a simple joy that has been lost in the modern era of doom scrolling and short-form content: taking delightfully ridiculous online quizzes. BuzzFeed, once a leader in this space, has faced hardship recently, shutting down its news division in 2023 amid layoffs and financial struggles. The decline of Buzzfeed has left a void that must be filled immediately, so students procrastinating in the library can find out "What UCLA dining hall are you, really?" While the primary goal of BruinFeed is fun and community engagement, there's also potential for generating targeted ad revenue from brands looking to reach college students. Digital advertising remains a critical revenue stream for online platforms, with U.S. internet advertising revenue reaching $258.6 billion in 2024 ([IAB]) .

The current state of online engagement is either too serious or too mindless. BruinFeed hopes to strike the perfect balance, offering something lighthearted and absurd with just enough effort to make it feel special.

Goals

Objectives

- Create a fun and nostalgic experience for UCLA students through at least 2 quizzes
- Build community engagement by incorporating recognizable campus culture and student life references
- Drive traffic through shareable content, encouraging students to post results and link quizzes on social media
- Provide a creative outlet for students to write and contribute quiz content

- Revive a lost form of internet joy, bringing back BuzzFeed-era quizzes that probably violate copyright laws

Non-Goals

- Cross-campus expansion
- Serious academic content
- Personal data collection

Requirements

Quiz Functionality

1. *Quiz Creation:* The platform will support creating quizzes with questions, answers, and associated result types.
2. *Result Generation:* The platform will compute a result based on the user's responses to various questions and display a result page.
3. *Question Types:* The platform will support multiple choice questions that allow users to select a response.
4. *Result Sharing:* Users will be able to copy a shareable link to their result.

User Experience

1. *Instant Feedback:* Quizzes will provide results instantly after submission.
2. *Fun UI:* The interface will have a creative and engaging style, incorporating vibrant colors and distinctive icons.
3. *Accessibility*: The platform will meet web accessibility standards (alt text, tab navigation, color contrast).
4. *No login required:* The platform will not require users to create an account to participate in quizzes.

Performance and Scalability

1. *Load Handling:* The server will support at least 10 users concurrently.
2. *Latency:* Pages will load within 2 seconds on average under normal traffic.

Considerations

- Economic

- ○ Designed to be cost efficient by using lightweight web technologies and student contributors
  - ○ Potential monetization through ad placements targeting college students
- ● Environmental
  - ○ Low environmental impact due to minimal server demand
- ● Social and Cultural
  - ○ Prioritize inclusivity by creating quizzes that reflect diverse student experiences and identities
  - ○ Use humor responsibly, avoiding stereotypes
  - ○ Emphasize relatability to UCLA student culture
- ● Political and Legal
  - ○ No collection of personally identifiable information
  - ○ Optional quiz sharing and anonymous participation
- ● Ethical
  - ○ Encourage ethical content contribution
- ● Health and Safety
  - ○ Moderation to reduce harmful or triggering content, spam, or malicious links
- ● Sustainability
  - ○ Easily maintainable through documentation
- ● Usability
  - ○ Follows web accessibility guidelines
  - ○ Designed for quick and easy interaction

Success criteria

To measure success, we will use both quantitative and qualitative metrics. Quantitatively, the platform will have at least two fully functional quizzes that are engaging and representative of UCLA campus culture. The server will be capable of handling at least 10 concurrent users without crashing. Additionally, users will be able to create and share their own quizzes through a simple interface, adding to the platform's interactivity and longevity. On the qualitative side, we will gather feedback from users to see their overall experience. Success will be indicated by positive responses that show enjoyment and humor.