LSUS Connect – Information Gathering Document

1. Problem Background

- **Student Challenges**:
  - New/incoming students struggle to find affordable essentials (books, furniture, electronics).
  - Graduating students leave behind items that often go to waste.
  - Students lack a trusted and safe source to find roommates or housing options.
  - International students face even more difficulties due to unfamiliarity with local platforms, limited networks, and higher risk of scams.
  - No centralized space for sharing opinions, promoting events, or networking with peers.
- **Consequences**:
  - Wasted resources and unnecessary expenses.
  - Housing and roommate issues remain unresolved.
  - Higher risks of fraud when using unverified third-party platforms.
  - Missed opportunities for student engagement and community building.

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2. Objectives

- Provide a **centralized campus-only digital hub** for LSUS students.
- Build a **trusted marketplace** and housing/roommate exchange.
- Offer a **secure and authentic student community** via university email login.
- Support international students with a safe, localized, and student-friendly environment.
- Create opportunities for **businesses to reach targeted student customers** via sponsored ads.

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3. Core Features

Profiles & Authentication

- Student-only access via LSUS email login.
- User profile: Name, major, year, optional bio.

Marketplace

- Buy/sell/exchange books, electronics, furniture, appliances.
- Listings with categories, price, tags, and photos.
- Premium options (highlighted or sponsored listings).
- Direct chat between buyer and seller.

Housing & Roommates

- Centralized platform to find **roommates or affordable housing**.
- Listings for available rooms, apartments, or shared housing.
- Safe communication through verified student accounts.

Events & Clubs

- Events page with toggle: **My Clubs** / **All Campus**.
- Event cards with poster image, title, date, location.
- Club profile pages with description, officers, and contact links.

Community & Networking

- **News Feed** for posts, questions, or opportunities.
- Comments and reactions to foster discussion.
- Advanced search & filters for posts, items, events, or people.

Extra Features

- **Lost & Found**: Board for reporting and claiming lost items.
- **Service Exchange**: Tutoring, ride-sharing, design help, or skill swaps.
- **Job Board** (future): On-campus jobs, part-time roles, internships.

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4. Stakeholder Analysis

Objective: Understand the needs, expectations, and influence of stakeholders to prioritize requirements and manage conflicts.

Stakeholder	Needs/Expectations	Role in Platform
Students (UG & Grad)	Affordable marketplace, housing search, event hub, safe communication	Primary users
International Students	Easy roommate/housing search, scam-free marketplace, community support	Special focus user group
Clubs & Organizations	Promote events, recruit members, increase engagement	Content providers
University Administration	Secure, compliant system; campus engagement	Regulators, supporters
Local Businesses	Direct access to student audience, ad placements, sponsorships	Revenue partners

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5. Advertisement Opportunity for Businesses

- **Targeted Audience**: Businesses can advertise directly to LSUS students.
- **Channels**: Sponsored listings in marketplace, event sponsorship, banner ads in app.
- **Benefits**:
    o Reach a **highly localized and relevant customer base**.
    o Increase visibility for student-friendly products (food, housing, tutoring, retail).
    o Create partnerships with LSUS clubs for co-branded events.

6. Information Gathering Methods

Interviews

- **One-on-one and group interviews** with students, clubs, and administrators.
- Direct insights into needs, frustrations, and expectations.
- Special focus groups with **international students** to capture their housing and cultural adjustment concerns.

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7. Value Proposition

- A **trusted, safe, student-only hub** for community, marketplace, and events.
- Solves **international student struggles** by providing a reliable housing/roommate platform.
- Supports sustainability through item reuse.
- Strengthens LSUS community by bridging students, clubs, and local businesses.

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8. Gaps & Missing Considerations

- **Moderation & Reporting**: Tools for flagging inappropriate posts.
- **Notifications**: Push/email reminders for events, housing matches, and updates.
- **Accessibility**: ADA-compliant design for inclusivity.
- **Data Privacy & Compliance**: Clear student data handling and security policies.
- **Analytics Dashboard**: For administrators to track student engagement and platform growth.