

CS102

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**Project
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G1C

~ University Social App ~

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1. Introduction

Following the activities and socializing have become a significant challenge with the heavy workloads of the university students. There are such dedicated apps for people to socialize with each other, either in large forums or direct chatting mediums. People would like to share ideas with each other. Furthermore, they also would like to share particular memories with each other: like going out for physical activities, or hanging out at cafes. In the meantime, they should keep track of what other students, especially university club students, share in these forums and university email to follow the activities. In such a system, they can easily be overloaded with so many apps and spend quite a lot of time not missing any activities or their friends' messages. Therefore, we propose a university social app that brings all these apps together and enables students to track university life in one single app easily. Furthermore, Our social app promises college students opportunities for chatting and socializing with each other much more quickly than the current social applications. For example, Instagram is constructed for sharing pictures and images. However, sometimes people tend to search for #studybuddy or #hangoutbuddy, or #sportbuddy to communicate for the corresponding theme/subject. However, these various ideas may be collected into one app. All the college students will be able to search for the #_buddy tags and find someone in that context.

There were forum sites on the internet like Stackoverflow or Stackexchange. These websites allow users to discuss problems about specific subjects. However, for university students, there were no platforms for specific course codes (Math 101, Math102, etc.). Because of that reason, university students may have such difficulties, asking or discussing problems for specific subjects. Our application provides students a platform that makes students able to discuss any problem about any topic. For example, “x” college will have the EEE-101 tag inside of it. Students will be able to upload a direct question indicating the tag of EEE-101- or ask a question referring to the EEE-101 tag. Here comes the interactivity; each question under a particular topic (tag) is open for any responses.

Clubs have many activities; however, they are unable to reach everyone almost every time. Even if they reach, sometimes there are changes in the schedule which causes problems. Our app will help student clubs reach and update students about the upcoming events and changes in the schedule, so students can be informed about and quickly attend these events that they are interested in. We believe that this will support student clubs by increasing the participation ratio.

2. Details

2.1 Features

University social app provides a specific environment for each university which can be edited or viewed by only that particular university's students. These environments function by allowing users to interact with the content which their university friends create.

University social app provides the following facilities:

- There will be a specific environment for every university audition that wants to use University Social App. Each university will have its own database made up of its own users.
- Users will be able to seek friends for specific purposes, such as:
 - To study with.
 - Hang out with.
 - Work out with.
 - Play games with.
 - To exchange books with. (This is not considered essential and may be left for future versions.)
- Students will be able to seek help for their course-related questions. For example, some of the questions might be like "Where can I access course-related materials?" or "How should I study to be successful in the final exam?"
- Students will be able to seek help for their academic-related questions. For example, some of the questions could be like "How does GE250 work ?" or "Which selective course should I choose to become a data scientist?"
- Students will be able to ask for a solution for university-related problems to the other students who have experience with the problem. For example, some of the questions may be like "Where should I get my student transcript? " or " How can I get a car stamp?"
- Students will be able to take advice for their personal problems from other students. Such as "What is the best place for eating pizza in Kızılay?" (This can be developed further in future versions by allowing users to see the location on the map).
- University clubs can create profiles that will be used for announcing their activities. For example, IEEE club page or YES club page.
- Clubs can add tags for their activities that explicitly indicate the content of the activity. For example, the club can be part of the community of the law department, but their particular activity can also be beneficial for Cs students. Therefore, by adding a tag, they can attract the Cs students attention for this activity
- The overall pool for the activities can be filtered out by selecting the tags of interest. For example, the user interested in robotics, game development, art, and drawing buildings can find all related activities no matter which department's activities by a simple filter process.
- Users will be able to schedule their club activities more quickly. For example, scheduled activities can be scheduled in the calendar, and the user can get a notification when the activities approach.

- All courses in that university will be able to use their own pages where users will be able to share their questions and answers. For example, there can be a page for Math101, and on that page, users can ask or discuss any problem related to that course code.
 - Course-specific pages will allow peer learning and can be used as an archive for future students.

2.2 Differences From Other Applications

After doing some market research, a couple of similar mobile apps were found.

❑ Usity [1]

- Developed by ODTU students and targeting only Turkish Universities
- Anonymous messaging feature
- Based on academic questions asked and answered by other students.
- Maintenance service update is not done frequently.
- University-specific environment

➔ Advantages University Social App provide (what is new and not found in Usity)

- Usity is the same as Instagram because it is designed as a platform for "sharing ideas." However, it differs from other social apps because it limits the environment and allows only university students. In contrast, University Social App will enable users to see college-related content and the peer's post.

❑ Studo [2]

- Targeting only Germany Universities and University-specific environment
- Features only college content (i.e., STARS or SRS in Bilkent University)

➔ Advantages University Social App provide (what is new and not found in Studo)

- Studo is designed for, in particular, the University information system; therefore, there is no way to interact with students and share their ideas. In contrast, University Social App aims for the features that students should not concern about their academic records (i.e., attendance, grades).

❑ Üniaktivite [3]

- University-based mobile application
- Operates under the umbrella of Iamyouth Communication Agent.
- Application has broad access to many organizations, student clubs, and institutions all across Turkey.
- The audience of the application is only university students.
- All on or off-campus activities, club activities, and opportunities are included in the application for all Turkish university students.
- Provides opportunities to meet with new people in these social activities

➔ Advantages University Social App provide (what is new and not found in Üniaktivite)

- Üniaktivite is just based on university students' social activities and provides only socializing and opportunity to meet new people. However, University Social App already has this capability with its club activities section, etc. In addition to this, it provides several different functions other than just socializing.

2.3 Technology

- The app will be an online mobile application.
- The app may get permission to use the mobile phone's internet service and calendar.
- The app will be developed on Android Studio using java language for android phones.
- The app may be developed on another OS like ios. (This is not considered essential and may be left for future versions.)
- We are planning to use firebase for database services for storing users' information.
- We may use JSON for getting club activities.
- We may use Adobe apps for designing GUI beforehand.
- We will use git for version control and having backup purposes.

2.4 Marketing

- The app will be published on the Google Play Store.
- Our apps' target users are university students. Since university students are the people who use social media actively, our app is likely to have millions of people.
- Every university club is trying to find sponsorships. Since this app has a lot of opportunities to make advertisements on club pages, it would be an opportunity for both clubs(when seeking sponsorships, companies are likely to be sponsors) and companies.

2.5 Audience

The primary audience for University Social App is the university students and club members. In addition, there can be such alternative customers, like high school students, that could ask their questions in their minds, to college students.

The main scope of the audience grows as follows:

~~Bilkent University/Ankara → Turkey (Other Universities) → World wide~~

Summary & Conclusions

This report developed the features required for a new product intended to help university students to interact with each other, seek help for their problems and make their university experience better overall. We are hoping to have an app that lets students connect with each other easily and will help them during their university lives.

References

- [1] “Türkiye’deki Tüm Üniversite Öğrencilerine Özel Sosyal Medya Uygulaması: Usity.” *Webtekno*, 5 Feb. 2019, www.webtekno.com/facebook-ve-benzerlerinden-sikilan-universitelilere-ozel-yerli-sosyal-medya-uygulamasi-usity-h57322.html. Last visited 24/02/2021.
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- [3] “Studo - Digital Solutions for Universities.” *Studo*, 2016, <https://studo.com>. Last visited 24/02/2021.