



QUEER

Social club



COMPETITIVE ANALYSIS

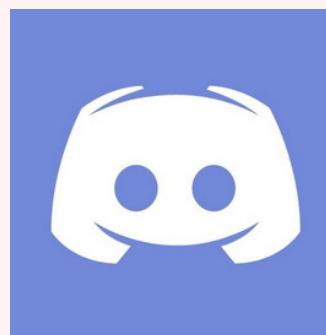
Platforms Analyzed



Instagram

Lex

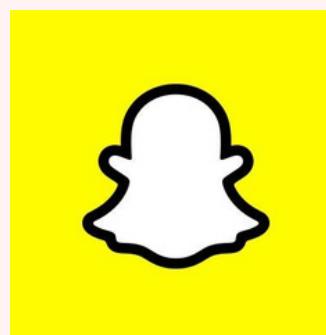
Lex



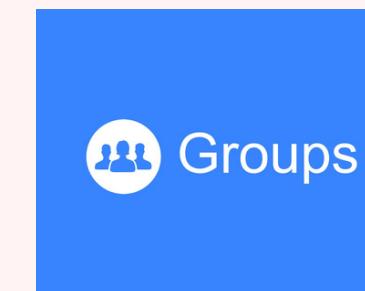
Discord



Meetup



Snapchat

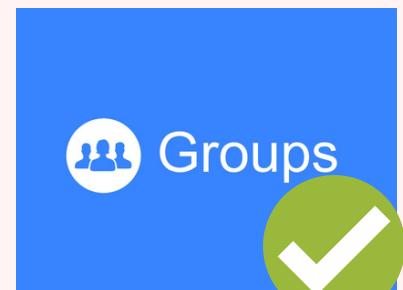
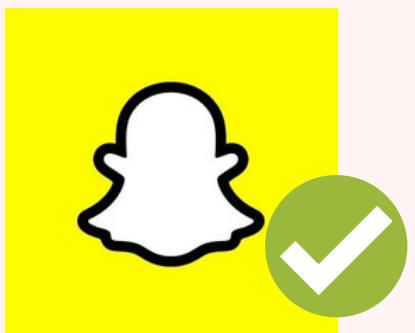


Facebook
Groups

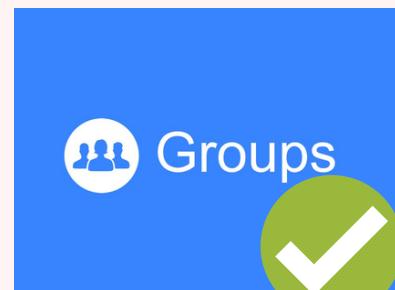
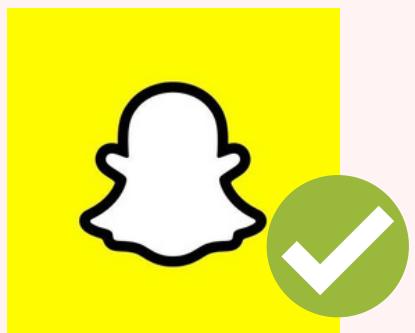


Taimi

Customization



Messaging





GENERATIVE RESEARCH

20 Participants



16 Universities

2 Interviews



what organizations are you involved in on campus?

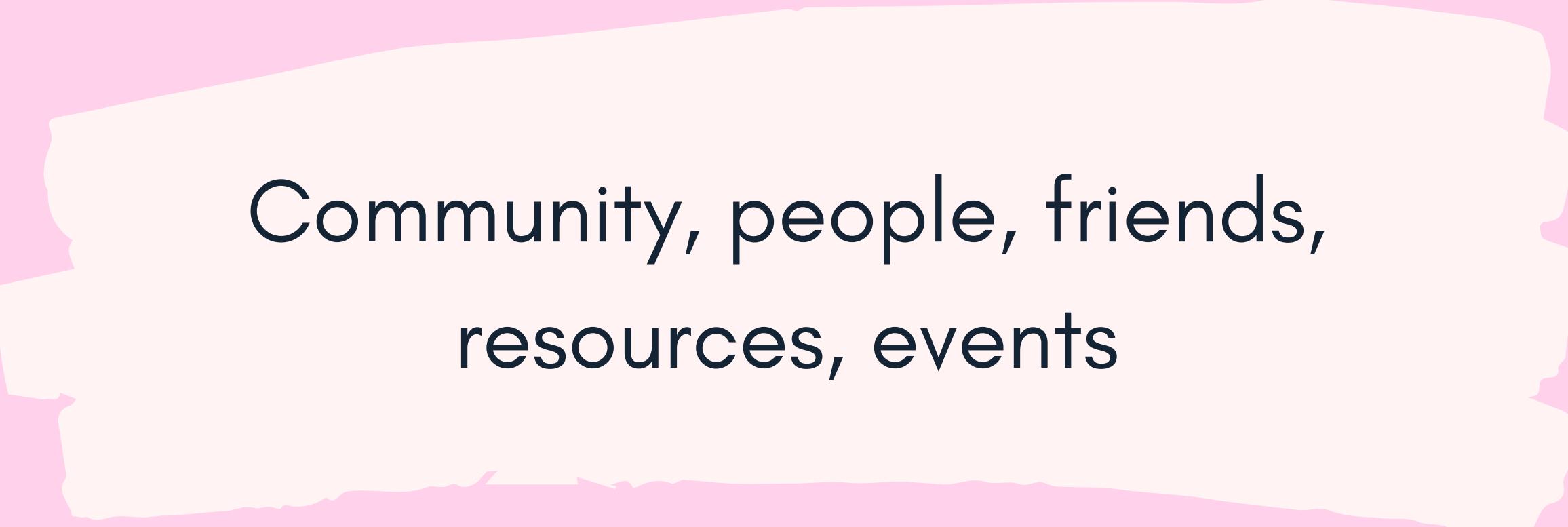
60% - Academic

60% - Creative

30% - Multicultural

30% - Service

What drew you to these organizations?



Community, people, friends,
resources, events

***Are you an active member of
the LGBTQ organizations on
your campus?***

**60% - No, I am not an active member of
any LGBTQ organizations**

**30% - Yes, I am an active member of any
LGBTQ organizations**

10% - I was an active member, but I quit

Why are you not an active member?

The organizations aren't active

The organizations aren't inclusive

I don't know anyone in those organizations

How would you make your campus more LGBTQ inclusive?

More visibly inclusivity

More honest and inclusive LGBTQ education

More events and resources

**Make physical spaces and events
accessible**



INTERVIEWS

J

- Their academic program is very queer
- They rarely attend events hosted by their campus's pride center
- They would like the pride center to reach out to specific colleges to get more personalized outreach
- "You can organize events and give a bunch of talks but if you don't include students, then you're off base"

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- Their campus doesn't have a wide population of queer students
- They've experienced microaggressions but weren't sure where to report them. They want easy access to microaggression reporting forms
- They're interested in having a database of allies to talk to if needed
- They attend some events held by the LGBTQ center but feel that these events don't integrate their other identities



FEATURES LIST



Features

- **Event Calendar - For campus-specific and Campus Pride events**
- **Resources - For easy access to campus-specific resources**
- **Discussion Board - For advertising events and meet-ups**
- **Profile Creation**