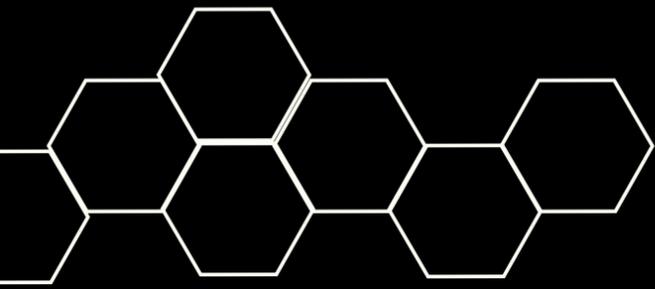


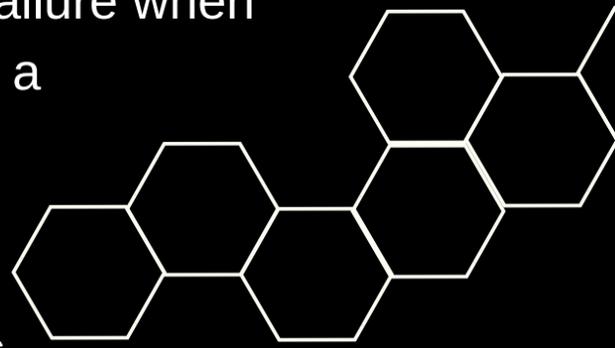
sonder.



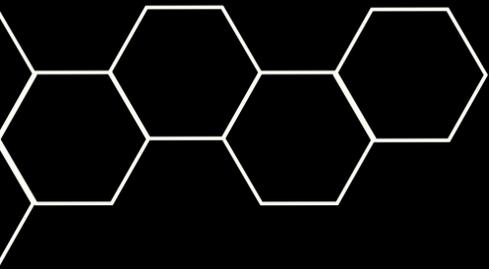
the problem.
the lack of communication across college campuses regarding existing organizations, projects, and resources.

why we care.

this lack of communication prevents the campus community from empowering one another and uniting to achieve similar goals. great projects fail due to insufficient knowledge and engagement, while campus resources and funds go unused. even the best student leaders are subject to failure when not provided with the proper platform as a foundation for their endeavors.



existing solutions.



usd website.

lacks user friendly

expensive to upkeep.

students aren't able to browse possible opportunities for involvement.

doesn't include student-led initiatives.

social media.

overwhelming amount of content causing information to get lost.

lacks the ability to specialize market information to target audience.

students don't feel comfortable marketing events on their personal accounts, and lack a platform to engage with their peers online.

student and faculty CORE.

limited to top active student leaders and faculty.

limited dialog between the two groups.

does not activate the campus community due to the small number of participants.

in-person club interactions

recruiting new members is limited to the beginning of the semester.

engagement thereafter depends on individual's initiative to seek out opportunities- a task many students find daunting and unobtainable.

engagement in club initiatives and activities are limited to active members.

how might we help the campus community create a platform in a way that allows them to communicate their needs as changemakers?

sonder.

[sahn - der]

1. *n. the realization that each random passerby is living a life as vivid and complex as your own*
2. *n. a social innovation-focused social media platform focused on connecting like minded individuals, providing easy, centralized access to campus resources, and allowing existing initiatives a platform to market themselves.*

who would be using the application?

students.

- **engage.** the part of the application that allows it to be both student-run and self-sustaining. here students will be able to create and update their information, and their organization's, posts.
- **explore.** a place where students can browse current clubs, organizations, and initiatives that relate to their specific interests.
- **empower.** a community-focused "LinkedIn". a place where students and faculty can post their credentials as well as browse for potential leadership or research positions that need to be filled.
- **subscribe.** students can "like" or "subscribe" to either specific clubs/initiatives/events or simply subscribe to their specific interest groups, such a "sustainability", to receive text message reminders and updates.

faculty.

- creates a more transparent place outside of the classroom to allow for more honest communication between faculty and students. the application will allow professors to better understand the topics that are important to their students without having to engage each of them individually. it will also allow them to see the interests of the campus community as a whole rather than being limited to the student exposure within their classes.
- the "empower" tab would allow faculty to market research opportunities to a greater pool of able applicants.
- staff that would normally not be in a position to engage with the students, such as grounds maintenance, would be given a platform to discuss their concerns or aspirations to better the community.

admin.

- Administration would have access to a constant supply of information regarding student concerns, how the community believes they can best address their concerns, and which community members are already in leadership positions that can help administration more seamlessly engage in student life.

what topics matter to our community?

sustainability.

woman rights.

LGBTQ.

academic.

racial
inequality.

religion.

health.

greek life.

language.

athletic.

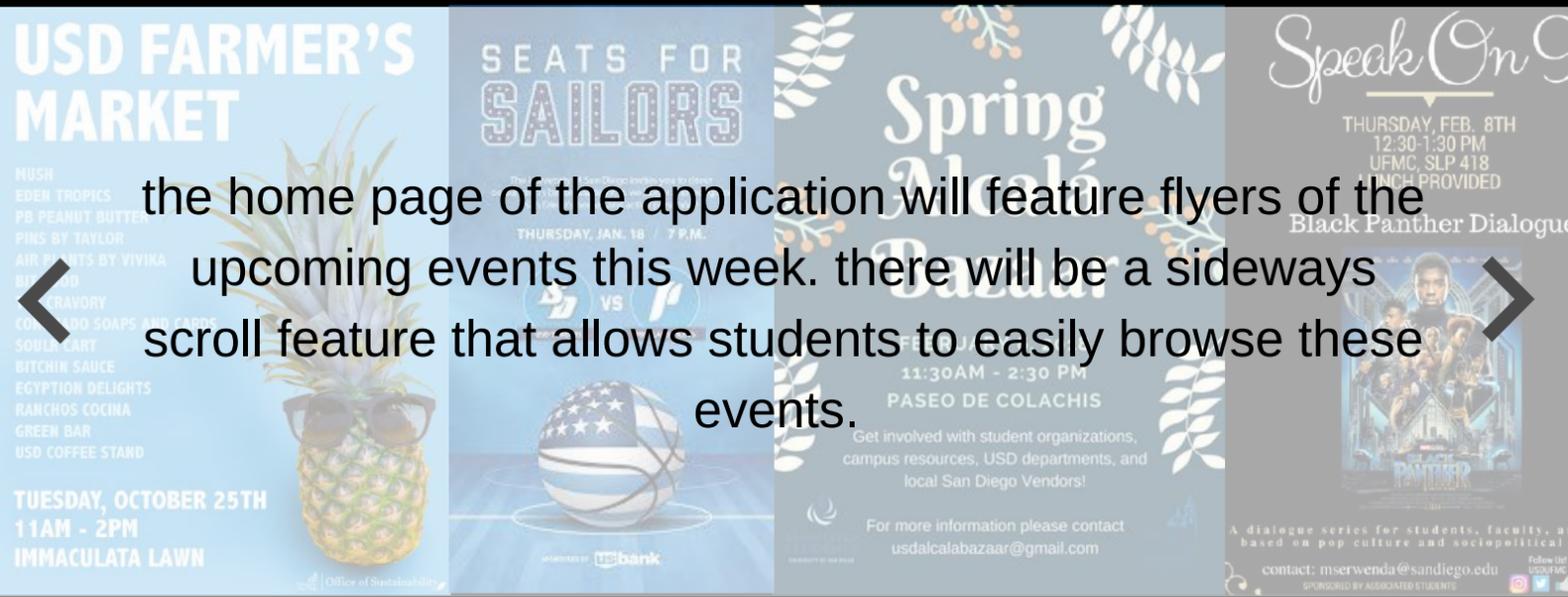
political.

music.

art.

what will it look like?

sonder.



the home page of the application will feature flyers of the upcoming events this week. there will be a sideways scroll feature that allows students to easily browse these events.

engage.

explore.

empower.

"trending posts" will be displayed here on the home page in hopes of gaining the attention of students who would otherwise not see posts of this nature. Its aim is to diversify the material shown to students.



users will have access to a full calendar of upcoming events on campus. events will be added by clubs themselves and will act as a marketing tool for them.

users will have the ability to search for specific interests through the app- similar to a typical "search engine".

users will have the ability to post on this platform about upcoming events, updated information, etc. this feature is what will make the app not only student run, but self sufficient.

each student will have their own profile where they can see what they have "liked" in the past as well as access a feed of posts personalized for their interests.

woman's rights.

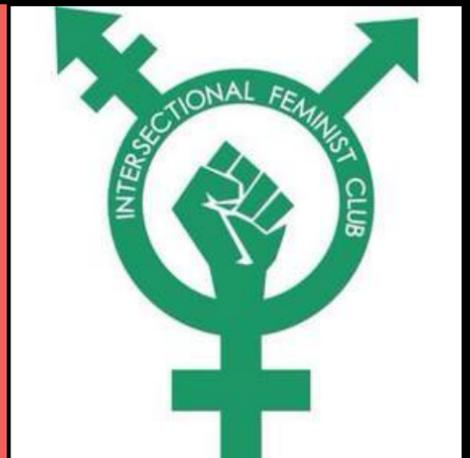
woman's center
feminism
reproductive rights
sexual assault prevention
violence against woman's
woman and economics

once on a page of interests, a student will have the ability to refine their search should they choose by using the side bar options. Similar to a clothing website where you first may choose "woman's clothing" and then refine your search to "jackets".

Active offices (such as the woman's center) and other pertinent university resources (such as the Title XI office) will be listed at the top of the "main page" of each interest page *

* Including a link that would lead users to the center's "home page" containing all useful information

upcoming events.



clubs.



initiatives.