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.

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.

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.

USD website.
lacks user friendly expensive to upkeep.
students aren’t able to browse possible opportunities for involvement.
doesn’t include student-led initiatives.

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.

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.

- **faculty.**
  - *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.

- **admin.**
  - *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.

**what topics matter to our community?**

- sustainability
- woman rights
- academic
- racial inequality
- health
- language
- music
- LGBTQ
- religion
- greek life
- political
- athletic
- art