# **THE HIVE BIBLE**

TO DO LIST:

* Create Key for highlighted content
* Create an introductory page
* Define Foundational and DUG

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# **Introduction**

## **Intro**

## **App Layout**

**Main Feed**

* Content feed (Personal and group posts)
* Posting option
  + Text, video, photo, promotion
* Search Option
  + Accounts, posts, etc.

**Profile Page**

* Profile creation
* Profile customization
  + Editing option
* Activity log
* Saves
* Settings

**Group / Club Page**

* Group creation
* Group customization
  + Editing option
* Group Management
  + Membership and roles settings
* Settings

**Messaging Center**

* Personal and club/group messages
  + Notification/settings option for each group/chat
* Messages are nested for groups

**Event Calendar**

* + Attending list + Recommendation List
  + Filters
  + Hotspots
    - Map - colored based on #of people
    - Shows current and upcoming events
    - Trending campus locations
    - Sometimes pops up in main feed

## **Key Definitions**

## 

# **Main Feed**

## **Content Types**

### **Foundational**

1. Text-Based Content
   1. Short Form
      1. 280 Characters
         1. You can also opt to add multimedia to your post, then your text then acts as the caption
         2. Emojis count as text based content
      2. Announcements (Urgent Notices or Scheduled Posts)
         1. Only provided to certain type of users; could be faculty/uni/admin/mods
         2. Can be expanded to club leaders if need to differentiate from short form and long form
2. Multimedia Content
   * 1. When you add multimedia to your post, the text base is moved to become the caption
   1. Photos
      1. Users can upload photos from their device, or directly capture using their camera
         1. Multiple photos create a carousel
            1. Batch upload option for multiple photos
            2. You can add videos to your carousel, but it goes into the photo format
            3. Auto scrolls on carousel posts, videos autoplay and auto scrolls when done
            4. Carousel limit: 40
   2. Videos
      1. Users can upload videos from their device, or directly capture using their camera
         1. Max length: 1 minute
   3. GIFs
      1. Create a library of GIFs related to campus life
      2. Add lots of popular GIFs
      3. Allow students to upload GIFs to the library for everyone to use
3. Interactive Content
   * 1. The average response rate of other students will be shown to the users after they vote, and they will be able to comment on them
   1. Polls
      1. Quick Polls
         1. Simple one-question polls designed for quick participation
      2. Multi-Question Polls
         1. Polls with multiple questions to gather more detailed feedback
   2. Quizzes
      1. Users can create quizzes using a 4 question template, adding the questions, multiple choice answers, and explanations for correct answers
   3. Ratings (Slide bar)
      1. The slide bar can be customized with a different look of the bar, similar to instagram
4. Club Exclusive Content
   1. Temporary posts (Event posts)
      1. include options for temporary posts (24 hours, 1 hour, 3 hours, 1 week etc.)
   2. Scheduled posts (Event posts)
   3. Content Tagging (Event posts)
      1. For groups/clubs only
      2. Allow them to tag event posts for different types of events
         1. Social, educational, sports, tech, etc.
   4. Q&A (interactive content)
      1. Option for users to ask questions on a post, and the author can reply to them directly in the comments or in another post (referencing the Q&A)
   5. Forms (interactive content)
      1. Forms can be added only onto a clubs post
         1. These forms can be for attending an event, growing an email list, or an interest list
5. Personalized Content
   1. Content Tagging (Personal Posts)
      1. Allow users to tag their posts with one or more relevant tags
         1. Opinions, Fact, Academic, Discussion, Help, etc.

### **DUG**

* Promotional Content (Buzz Hustles-type posts)

1. Recommendations
   1. Location Based Recommendations
      1. Provide users recs based on location and schedule
         1. Trending Locations, Scheduled Events
      * Dynamic Content
        + Time-Based Content
        + Trend Based Content
        + Contextual Content: Aligning with the user schedule and activities

GIF SLIDE

The author has the option to add a GIF whiteboard for users to add gifs to after viewing the post

* + - * Dynamic Filters?: Filters that adapt based on the time of day, weather, or trending topics on campus
    - Include tools for creating dynamic content that changes based on user responses or other inputs, keeping the content fresh and engaging.
* Unique Content Types/Limited Content
  + **(Jacob Message - can’t stress enough the importance of balancing and planning this ahead.To maximize engagement and relevance, it’s essential to align unique content types and limited content with key periods of the academic year, as well as specific days of the week. Also important to leverage existing networks)**
  + User-Generated Challenges
    - Social media challenges like the "Best Smoke Spot on Campus" photo challenge (rock paper scissors)
    - How often?
  + Collaborative events
    - Clubs cam share one post and post it on two different club accounts
      * Similar to how instagram collab posts work
      * This can be for if the clubs merge for one event or collab on one event
  + UGC Highlights
    - Regular features showcasing the best of student-created content across the platform, promoting creators
      * Digital yearbooks
        + HIVE WRAPPED
      * Collages
        + Fall fest, Halloween, etc.
  + Content Highlighting
    - Use a system to highlight and feature top user contributions based on community votes, engagement metrics, or editorial picks.
    - Include "Trending Now" and "Editor's Choice" sections that dynamically showcase the most engaging content, giving recognition and visibility to active users.
* AUTO GENERATED CONTENT
  + - Auto generated interactive content will be on the platform at launch to increase student engagement and keep people interested
    - Responses will be recorded and shared with the poster
      * have student's recommend
  + Hot-Topic Polls
  + Polls on trending topics on current events to gauge student opinions
* Quizzes
  + Users can create quizzes using a 4 question template, adding the questions, multiple choice answers, and explanations for correct answers
    - User Generated Quizzes
    - Set Quizzes
      * Knowledge Quizzes
        + Leaderboard impact
      * Personality Quizzes
        + Leaderboard impact
      * Opinion Quizzes
        + Badge Impact

## **Interactions**

### **Foundational**

1. User interactions
   1. Show likes and dislikes on user generated posts
      1. Dislikes not shown on group/club posts
   2. Option to save posts
   3. Videos show views
   4. University reach shown
      1. (10% of the university has seen this post)
   5. Follow the user or club button
   6. Can report the post from the … button
2. Commenting options
   1. The author can pin 1 comment
   2. Emoji reactions for users to engage with comments
      1. Set 5-8 by us, including thumbs up and down
      2. Reaction from author is shown - similar to liked by author on IG
   3. Users can mention others by @ing them in comments
   4. Users can reply to comments with text or GIFs
   5. Users can delete their own comments
3. Sharing mechanisms
4. Reposting option - similar to twitter or Linkedin
   1. If you see a post once, you will not see it in your feed again
5. Send a post via DMs
6. Share to group chats
7. Share to external apps - iMessage, whatsapp, etc.
8. Real-time interactions
   1. Polls
   2. Sliders
   3. Quizzes

### **DUG**

1. Real-time interactions
   1. This or that bracket challenges
2. Gamification
3. Account creation - tinder swipe interests
4. Anonymous hour
5. Random temporary group chats
6. School battles / tournaments
   1. Rock paper scissors
7. Badges - reassessed weekly
   * 1. Top yapper
     2. Biggest hater
     3. Etc.
   1. Trending, weekly top posts, etc
   2. See your place compared to top 3-5 (eg. 356 on the list)

3. Gamified Social Sharing

* 1. Reward users for sharing content within and outside the platform with points or badges that contribute to their overall gamification status.
  2. Create sharing challenges that reward users for reaching certain sharing milestones or for the most innovative shares as voted by peers.

4. User-Generated Challenges

* 1. Allow users to create and manage their own engagement challenges within groups or across the platform, such as photo challenges, fitness challenges, or academic contests.
  2. Provide a toolkit for users to set up rules, track participation, and distribute rewards, all within the app.

5. Community Recognition Programs

* 1. Implement a recognition program that acknowledges and rewards users for their contributions to the community, such as volunteer work, helpful advice, or community leadership.

## **Content Creation**

### **Foundational**

1. Text Creation Tools
   1. Text Editor
      1. As of now, no advanced formatting tools
      2. Auto-Save and Recovery: Ensure users never lose their work with auto-save drafts
      3. Emoji Library
      4. Sticker Library
      5. GIF Library
2. Media Creation Tools
   1. Photo and Video Editing
      1. Basic Tools: Allow cropping, resizing, and filtering photos directly in the app
      2. As of now, no advanced in-app editing options
      3. Sticker options
         1. Hive, queen bee, UB stickers, etc
      4. Speed options
         1. 1.5x, 2x, .5x, etc.
      5. Ensure compatibility with popular video formats for when users upload content
3. Interactive Content Tools
   1. Polls, multiple choice, sliders, etc.
      1. Customizable: Can select anonymity
      2. Real-Time Results: Allow creators to see and share poll results in real-time, enhancing the interactivity of discussions
4. User-Friendly Features
   1. Guided Content Creation
      1. Step-by-Step Guides: For new users, provide interactive tutorials and guides on creating different types of content.

### **DUG**

1. Unique Creation Tools
   1. Gamification
      1. Reward Systems: Integrate HIVE points and badge systems that reward users for creating content, encouraging regular participation.
      2. Content Challenges: Regularly host content creation challenges with specific themes or objectives to foster community engagement and showcase creativity.

## **Content Curation - Recommendations**

### **Foundational**

1. Algorithmic Curation
   1. Personalized Recommendations: Develop algorithms that analyze user interactions, preferences, and behaviors to tailor content feeds, ensuring users see the most relevant articles, videos, and discussions first.
   2. Personalized Recommendations enhance user experience by suggesting posts, groups, and events that align with user interests.
      1. Suggested Posts, Groups and Events, Follow Recommendations
2. Notifications
   1. Types of Notifications
      1. Push Notifications:
         1. Alerts on breaking news, trending posts, or announcements
      2. Email Notifications: For daily or weekly summaries of relevant content and updates, or reminders about important events
         1. Could be recaps of how their posts did for the week as well (Similar to LinkedIn)
3. Feed Customization for Users
   1. Allow members to customize their own feed visibility settings, choosing what type of content they wish to see more or less frequently.
   2. Enable users to "mute" or "hide" specific types of content or posts from certain members to personalize their feed experience further.
      1. Options in the … of a post
4. Friend interactions
   1. See what your friends, as well as connections of your friends are doing, a way to meet new people
      1. Liked by… on a post (Like instagram)
   2. See what clubs your friends and friends of friends are attending

### **DUG**

1. Dynamic Content Adjustment
   1. Implement systems that automatically adjust the content displayed based on time of day, current events, or emerging trends, keeping the feed fresh and relevant.
2. Notifications
   1. Types of Notifications
      1. In-App Alerts: For less urgent notifications that appear when the user is active on the app, such as updates on ongoing discussions or content changes.
      2. Text alerts: Reminders / info
         1. Email easier to ignore. and read in class. I thin push and text are similar. Email is passive for a reason. If we are to much in their face, they might hate us
   2. Personalization
      1. User Preferences: Allow users to completely customize which notifications they want to receive and how they receive them, ensuring they are only alerted about content that is truly relevant to them.
      2. Adaptive Notification System: Design the notification system to adapt based on user interaction with previous notifications, optimizing how often and what type of notifications are sent to each user.
   3. Interactive Notifications
      1. Actionable Notifications: Enable users to take actions directly from notifications, such as replying to a comment, joining a live event, or marking an article to read later.
      2. Contextual Notifications: Ensure notifications provide enough context so users can understand why they are receiving them and what action they might want to take.

## **Search**

### **Foundational**

1. Navigation
   1. Content Categories: Organize content into clear, easily navigable categories and subcategories (e.g., Academics, Campus Life, Events) that users can browse through intuitively.
   2. User-Defined Filters: Allow users to customize their navigation experience by setting filters for the types of content they are interested in (e.g., filter out certain content types or subjects).
   3. Search Functionality: Implement a powerful search tool with advanced filtering options to help users find specific content quickly and efficiently.

### **DUG**

* N/A

# **User Profiles**

## **Account Creation**

### **Foundational**

1. Basic info (Required & shown)
   1. Username (25 character limit, unique)
2. Basic info (Required and not shown)
   1. Email / phone
   2. Interests / hobbies
   3. Password
3. Basic info (Required and optional to be shown)
   1. Major
   2. Academic year
   3. Club memberships section
   4. My friends section
4. Basic info (Optional and shown)
   1. Bio
      1. If nothing selected, random saying generated
   2. Profile Picture
      1. If nothing uploaded, given bee profile pic
         1. Unique bee pictures, have a random library
   3. Social links
      1. Displayed Like a Linktree - Icons with links to profiles & customizable
   4. Pronouns
   5. First - gen
   6. Transfer

### **DUG**

* Select interests through a tinder style swiping option
* Multiple profile picture options

## **Customization**

### **Foundational**

1. Customization features
   1. Profile themes / Custom Backgrounds
   2. Option to select a theme or a preset background for their profile
      1. Is the theme you select what you see on your platform, or what other people see when they come to your profile?
2. Can select 3-5 profile badges / achievements to display
   1. How many badges do we want?
   2. Temp badges automatically shown
   3. Ex. Yapper 🔊- week of May 27th

### **DUG**

N/A

## **Activity Tracking**

### **Foundational**

1. Save log
   1. Shows saved posts in chronological order
2. Activity log
   1. Shows others posts you've interacted with (likes, comments, shares, etc.)

### **DUG**

1. **Hive Score**
   1. A core component of the Hive platform designed to measure and reflect a user’s level of engagement and contribution within the Hive community. Unlike traditional metrics such as followers or likes, Hive Score provides a holistic view of a user’s activity, quality of interactions, and overall impact on the community.
      1. Ways of functionality: Considering ways that it can be approached. (Shouldn’t be picking ALL drives, should be putting WEIGHTS)
         1. Core Drive 1 - Epic Meaning & Calling
            1. Narrative and Storytelling

Frame Hive as a platform where students become heroes of their campus community. Emphasize how their actions and contributions help create a vibrant, supportive, and fun environment

Journey of impact - Allowing them to see how they’ve gotten other users involved

* + - * 1. Community Challenges

Encouraging students to “organize a certain number of events, etc”

* + - * 1. Recognition

Featured Profiles

Highlighting different students each month based on score increase

Special Badges

Hall of Fame

* + - * 1. Special Roles

Offering privileges to determine structure internally within the platform?

* + - 1. Core Drive 2 - Development and Accomplishment
         1. Structured Progression

Defining clear levels within a score range (1-10/1-100/-1 to 1)

Incremental Difficulty, higher scores become more challenging to achieve

* + - * 1. Visual Indicators

Progress Bars

Current Score Display

* + - * 1. Milestones and Achievements

Regular Milestones

* + - * 1. Badges and Rewards

Social Badges

Challenges and Competitions

* + - 1. Core Drive 3 - Empowerment of Creativity and Feedback: Motivating users by allowing them to express their creativity and providing meaningful feedback.
         1. Expression and Content Sharing

Easy to use tools for creating and sharing various types of content

Enabling students to share daily experiences and thoughts

Encourage students to share experiences from campus events, club activities, and social gatherings

Badges for expressing

Weekly Highlights of impactful posts “digital newsletter”

* + - * 1. Feedback Mechanisms

Instant Reactions

Reaction Emp

* + - * 1. User Generated Content
        2. Experimentation and Iteration
        3. Interactive Challenges
      1. Core Drive 4 - Ownership and Possession: Motivating users by giving them a sense of ownership and control over their experience and contributions.
         1. Profile Customization

Allow students to personalize their profiles with custom themes, avatars, profile pictures. PRoviding a marketplace where students can use their MyHive Score Points

Award points for profile customization activities such as adding a PFP, updating personal info, or choosing a custom theme

* + - * 1. Achievement Tracking

Badges

Variety of Badges

Badges Collection

Achievement Points

Visible Progress towards next badges (tiered badges)

* + - * 1. Content Ownership

Content Attribution

Content Creation Points

Highlighting Top Content

* + - * 1. Exclusive Rewards

Early Access/Premium Features

Reward Points for being first to access

* + - * 1. Segment Strategy:

Beginner

* + - 1. Core Drive 5- Social Influence & Relatedness is a framework focused on motivating users through social interactions, relationships, and the influence
         1. Peer Recognition
         2. Community Building
         3. Social Feedback
         4. Collaborative Activities
         5. Mentorship & Support
      2. Core Drive 6 - Scarcity & Impatience is focused on motivating users through the desire for things that are rare or hard to obtain
         1. Limited-Time Rewards
         2. Exclusive Content
         3. Unlockable Achievements
         4. Progressive Challenges
         5. Early Access Opportunities
      3. Core Drive 7 - Unpredictability & Curiosity
         1. Mystery Rewards
         2. Random Events
         3. Surprise Challenges
         4. Easter Eggs
         5. Exploratory Content
      4. Core Drive 8 - Loss & Avoidance
         1. Streaks & Consistency
         2. Expiring Benefits
         3. Penalties for Inactivity
         4. Accountability Mechanisms
         5. Reminders and Alerts

1. Competitive Challenges and Leaderboards
   1. Organize time-bound challenges or competitions that encourage users to engage in specific activities, with leaderboards to track and display top performers.
   2. Provide rewards for challenge winners and high performers, such as special recognition, unique badges, or higher-value rewards.
2. Recognition Features
   1. Develop a "User of the Month" feature that highlights and rewards the most active or helpful users, based on community votes or engagement metrics.
   2. Include features for users to give "kudos" or "thanks" to others, which contribute positively to the receiver’s reputation and can be part of the criteria for periodic rewards.
3. Feedback-Driven Rewards
   1. Encourage users to provide feedback on the platform, content, or events by offering rewards for completing surveys or participating in feedback sessions.
   2. Use this feedback to continuously improve the rewards system and ensure it remains aligned with user expectations and values.
4. Event Participation Rewards
   1. Reward users for attending official events, seminars, or workshops with points, badges, or certificates that acknowledge their participation and contribution.
   2. Implement a system for event organizers to easily distribute these rewards to participants, streamlining the process and ensuring consistency.

## **Social Connections**

### **Foundational**

1. Ability to connect with others
   1. Send friend requests
      1. If you withdraw the request, you cannot resent for 15 days
      2. If accepted you two become friends
      3. If not accepted they:
         1. Become a follower
         2. Nothing happens
2. Suggested connections display (if you have common friends, shared interests, or in a group together)

### **DUG**

* N/A

## **Settings**

### **Foundational**

1. Privacy settings
   1. Ability to block users or clubs
      1. You won’t see their content, they won’t see yours
   2. Ability to hide or unhide optionally shown profile information in settings
   3. Archive posts
2. Security features
   1. Two-factor authentication (optional)
3. Data control options
   1. Delete account
      1. Temporary deactivation option. Account is removed from anyone's sight, but you can reactivate it for a certain period of time
   2. Data download option in the future, for now they will have to contact us to get that
4. Terms and conditions, Privacy Policy

### **DUG**

* N/A

# **Club/Group Profiles**

## **Account Creation**

### **Foundational**

1. Before creating a group or registering a club, you must have a personal HIVE account
   1. Groups are connected to your personal HIVE account, you will have a section where you can switch from your personal account to an admin account
      1. You can have access to multiple group accounts
      2. Club accounts have access to some features that personal accounts don’t
      3. You can lose access to an admin account
         1. Voted on by members
         2. New president is elected
         3. Your HIVE account gets disabled
   2. There is a place in your personal profile where you can log into a club account, or create a club account
      1. The club owner / president can give others admin access (ex. Vp, treasurer, etc.)
         1. Admins have different perms

**When Creating a group or club:**

1. The person making the account should match at least one officer that is inputted (username wise)
2. Email Verification
3. Club Name
   1. No more than 25 characters
4. Club Username
   1. Has to be unique and can’t equate
   2. No more than 25 characters
   3. Same requirements as a personal username
5. Club Email
   1. Advise them to have the UBLinked email that they use for their club to get the following features:
      1. Verified Check
      2. Next Event:
      3. Displays the next event on their profile
6. Upload their constitution (Optional)
7. Club Description
   1. Cannot be more than 500 characters

### **DUG**

* N/A

## **Group Customization**

### **Foundational**

1. Club Gallery
   1. Automatically shown to everyone
   2. Photos and videos
      1. Tap on one to vies
         1. See Location (Optional)
         2. Caption (Optional)
2. Officers (Displayed on profile with usernames/tags)
   1. Custom Titles for the Officer (Secretary, Director of Internal of Affairs, VP of Fundraising, etc)
   2. Username and the Name of that Officer
      1. Username has to be a Hive Username
3. Number of Members
4. Alumni List
   1. Have a record of everyone within the club that ever joined
   2. Include the years of membership
   3. Include any titles or big event participation (International Fiesta etc)
      1. Only visible to the club
5. Display basic group stat
   1. Activity, number of people, topics, etc.
6. Customizable Profiles
   1. Custom Visuals: Allow group administrators to customize the visual aspects of their group pages, including:
      1. Theme Colors: Enable the selection of theme colors that align with the group’s branding, applying these colors to the group's interface
   2. Allow groups to customize their profiles with unique banners, logos, and themes to reflect their identity.
   3. Provide fields for detailed descriptions, including mission statements, group rules, and contact information.
   4. Include links to social media or external websites to facilitate broader community engagement.
      1. The same as the Linktree type option for personal accounts
7. Communication Customization
   1. Notification Settings: Provide extensive control over how members receive notifications about group activities, allowing settings adjustments for:
   2. Type of Activity: Customize which actions within the group (e.g., posts, replies, event updates) trigger notifications.
   3. Welcome Messages: Automate personalized welcome messages for new members, including links to group guidelines, introductory content, or key community members to contact.
8. Special Notifications:
   1. Be able to see the list of people that viewed their club

### **DUG**

1. Layout Customization
   1. Modular Layouts: Offer modular layout designs where administrators can choose how to organize group content, such as pinned posts, event calendars, and discussion areas, based on their group’s priorities
   2. Widget Integration: Allow groups to integrate various widgets, such as:
      1. Upcoming Events Widget: Shows upcoming events related to the group.
      2. Member Spotlight Widget: Rotates featured profiles of active or new members to foster community
      3. Quick Polls Widget: Allows for the creation and display of quick polls for instant member engagement
2. Member Spotlight and Recognition
   1. Regularly feature members or groups for their contributions, achievements, or interesting activities within the community newsletter or on a dedicated "Spotlight" page.
   2. Create an “Achievements” section where individual and group accomplishments are celebrated and shared with the wider community.
3. Dynamic Content Displays
   1. Utilize algorithms to dynamically arrange content displays based on what is trending, most discussed, or most appreciated within the group, ensuring that engaging content is more visible and accessible.

## **Group Management**

### **Foundational**

1. Membership Management
   1. Joining Options: Provide different mechanisms for users to join groups, including:
      1. Open Membership: Allow any user to join without needing approval.
      2. Request to Join: Users must send a request that needs to be approved by group moderators or admins.
         1. Application optional for the club leaders to add
   2. Invitation-Only: Membership is granted through invitations from current members only, ideal for exclusive or private groups.
   3. Choose their audience potential tool
      1. Who do they want to target?
         1. Ex. only MBA students can join
2. Changing Officers (Election Season)
   1. Club President Privilege
   2. Person that is changed gets removed access from the account
3. **Role Management**
   1. Custom Roles and Permissions: Allow group administrators to create custom roles within the group, assigning specific permissions for different levels of activity and management, such as:
      1. Content Creators: Can post and manage their own content but cannot modify member posts
      2. Moderator: Have the ability to edit or delete posts and comments to maintain community standards
      3. Event Organizers: Special permissions to create and manage event listings
   2. Visibility and Access Controls: Tools to define what non-members can see and interact with, including settings for:
      1. Access Restrictions: Set criteria for who can join the group, whether it’s open to all students, requires an invitation, or necessitates administrator approval
4. Role Definitions and Permissions
   1. Predefined Roles: Offer a set of standard predefined roles with associated permissions that cater to typical group dynamics:
      1. Administrators: Full control over the group, including managing roles, setting permissions, moderating content, and configuring group settings.
         1. Content Access: Control what different roles can see and do within the group. For example, some documents or discussion areas may only be accessible to certain roles to protect sensitive information or focus discussions.
         2. Activity Visibility: Adjust visibility settings so that actions like editing or deleting posts, typically reserved for moderators or admins, are transparent to members when appropriate, fostering trust within the community.
      2. Moderators: Ability to moderate content and manage member interactions to ensure adherence to group rules.
         1. Moderation Tools: Equip moderators and administrators with tools to manage content effectively, including deleting posts, managing threads, and handling reports of inappropriate content.
   2. Custom Roles: Allow group leaders to create and define custom roles tailored to specific needs and responsibilities within the group. This flexibility helps in managing large or complex groups where different members play specific roles.
      1. Can we make a role where people are given power to post on behalf of the group. like a role option so clubs are more inclined to find it or have the idea of using it
5. Membership Termination
   1. Voluntary Termination: Allow members to voluntarily leave groups with a straightforward process, ensuring they have control over their participation.
   2. Involuntary Termination: Establish guidelines for involuntary termination based on non-compliance with group rules or inactive membership
6. Event Participation Tools
   1. Interactive maps for event locations
      1. Hotspot/ Poke Maps
   2. RSVP
   3. Check in
   4. Event stats dashboard
7. Seamless Sharing Options
   1. Enable one-click sharing of events, posts, or group information directly to external social media platforms like Facebook, Twitter, Instagram, and LinkedIn.
   2. Provide customizable messages or templates that automatically include hashtags or mentions relevant to the group or event, facilitating easier and more effective sharing.
8. Collaborative Promotions
   1. Encourage collaborative content creation and sharing initiatives that involve multiple groups within the platform, promoting a sense of community and shared purpose.
   2. Highlight successful collaborations on the platform’s main feed and through other promotional channels to inspire further cooperative efforts.
9. Event Promotion
   1. Provide groups with special tools to create and promote events, including customizable digital flyers, countdowns, and integrated invitation systems.
   2. Enable groups to push notifications to potential attendees based on past event participation or expressed interests.
      1. can we do something like partiful where we see who is going and stuff. comment and things

### **DUG**

1. Interactive Challenges and Contests
   1. Organize regular challenges and contests within groups, such as photo competitions, trivia quizzes, and creative writing contests, which can be related to academic topics or just for fun.
      1. Clubs can do this for their members as well
   2. Provide rewards for participation and winning entries, such as virtual badges, exclusive content access, or physical prizes.
2. Interactive Feedback Loops
   1. Encourage users to provide feedback on group activities, content, and management through embedded feedback forms or quick polls.
   2. Actively respond to feedback and make visible changes to demonstrate that user input is valued and impactful.
      1. Make attendees give 0-5 stars after the event
3. Activity Highlights and Digests
   1. Automatically generate weekly or monthly digest posts that summarize key activities, popular discussions, and upcoming events within the group.
      1. Users can choose how often they want to receive notifications
   2. Highlight member achievements and contributions regularly to encourage ongoing engagement and recognition within the community.
4. Social Media Sync
   1. Implement features that pull in content from linked social media accounts to display in the group’s feed, ensuring that all group communications are centralized and accessible.
5. Social Invitations
   1. Facilitate the sending of event invitations or group join requests via external social networks, expanding the potential audience beyond current platform users.
   2. Integrate with social media APIs to suggest friends or contacts to invite based on existing social connections and shared interests.
6. Social Proof Features
   1. Incorporate social proof in group profiles, such as displaying the number of social media shares or likes for group events and content.
   2. Use social proof to enhance credibility and attract new members by showcasing the group’s popularity and activity level outside the platform.
7. Promotional Analytics
   1. Give groups access to detailed analytics on how their promotional efforts are performing within the platform, including user engagement statistics, growth in followers, and event attendance
8. Featured Groups
   1. Allow groups to be featured prominently on the platform’s main dashboard or within the “Discover” section to increase visibility.
   2. Implement a rotating feature where different groups are highlighted weekly or monthly based on certain criteria like activity level, uniqueness of events, or membership growth.
9. Email Campaign Tools
   1. Provide groups with email campaign tools to send out newsletters, updates, and special announcements directly to the inboxes of their members and other subscribed users.
      1. hear me out. Why don't we do a email campisgn. have elaborate campaign strategy where people get somewhat personailzed emails. I want to avoid the colab 5 million emails a week. They should get 1 a week, with relevant things they care about.
      2. Users can opt out if they want to
   2. Offer analytics on campaign effectiveness, such as rsvp rates
10. Incentives and Rewards
    1. Encourage groups to actively promote and engage through the platform by offering incentives like additional features, greater visibility, or rewards for reaching certain milestones.
    2. Establish a rewards system that acknowledges and benefits the most active and effectively promoted groups, encouraging ongoing effort and innovation.
11. User Feedback Surveys
    1. Regularly distribute surveys to gather user opinions on various aspects of the platform, including new features, user interface, and overall satisfaction.
    2. Use targeted surveys following specific events or updates to gain detailed insights into user experiences and areas for improvement.
12. Beta Testing Groups
    1. Create a dedicated group of beta testers from the user community who get early access to new features and updates.
    2. Use their feedback to make refinements before wider release, ensuring that new additions are well-received and effectively integrated.
13. Feedback Incentivization
    1. Offer incentives for providing feedback, such as points, badges, or small rewards, to encourage a higher rate of participation in feedback mechanisms.
    2. Highlight the importance of feedback in community communications to reinforce its value and the impact it has on platform development.
14. Interactive Feedback Widgets
    1. Integrate interactive widgets across the platform that users can easily engage with to provide quick feedback on specific features or content.
    2. Make these widgets context-sensitive, appearing at moments where feedback is most relevant and likely to be influenced by recent user actions.

## **Club/Group Messaging**

### **Foundational**

1. Communication Tools (NOTE: These are all nested under the club/group name in the messaging and communication page)
   1. When a member joins a group, they’re automatically added into the clubs main group chats
   2. Private chats:
      1. Enable private, direct communication between members, allowing for personal and confidential discussions
      2. Private groups within the main group (ex. Admins group)
   3. Main Group Chat:
      1. Chat threads, media sharing, etc.
   4. Announcement Channels:
      1. Special channels for group admins and moderators to post announcements, updates, or important information
2. Engagement Tools
   1. Activity Feeds: Display a curated feed of recent activities, posts, and interactions within each group, keeping members updated and engaged.
   2. Content Sharing: Enable easy sharing of content within and across different groups, promoting cross-pollination of ideas and discussions.
   3. Event Calendars: Integrate interactive calendars to help plan and promote group events, meetings, and deadlines.
      1. Calendars should support RSVP functionalities and reminders
   4. Facilitate interactive content like polls, surveys, and quizzes to be embedded within posts for greater engagement.
      1. When to meet times
3. Personalization and Notifications
   1. Custom Alerts: Allow members to customize the types of notifications they receive from each group and frequency
   2. Interactive Notifications: Notifications should not only inform but also allow users to take immediate actions like replying to a message
      1. Ex. viewing a post directly from the notification
   3. Consider also the big notifications now that pop up on the home screen that have to do with time limits. Duolingo has it where there's a giant notification that shows how much time you have left to complete your lesson for the day. Crumbl does it for pick up orders to confirm the person is at the pick up site. Uber does it to track the order and how much time is left.
4. Feedback and Improvement
   1. Surveys and Polls: Regularly conduct surveys and polls to gather member feedback on group activities, communication effectiveness, and overall satisfaction, using this data to continually improve the user experience.

### **DUG**

1. Interactive Communication Features
   1. Voice and Video Calls: Incorporate voice and video call functionality within groups to enable live discussions, meetings, or virtual hangouts, enhancing the sense of community.
      1. Do we need or want this?
   2. Live Streaming Events: Allow group leaders or designated members to host live streams for tutorials, lectures, Q&A sessions, or casual live chats.
2. Event Coordination Tools
   1. Incorporate tools for scheduling and coordinating events directly within group chats, including RSVP functionalities and calendar integration.
      1. Partiful is a good format
   2. Provide reminders and updates automatically as the event approaches.
3. Gamification and Motivation
   1. Badges and Rewards: Implement a system of badges and rewards to recognize and incentivize active participation, leadership, and helpful contributions
   2. Engagement Metrics: Provide feedback to users with metrics such as likes, comments, and views, encouraging them to understand the impact of their engagement.
   3. Leaderboards: Use leaderboards to highlight the most active members or groups within a larger community, fostering a friendly competition atmosphere.
4. Real-Time Activity Streams
   1. Implement live activity streams that update in real time to show actions taken by members like posting, commenting, or liking within the group, creating a dynamic and active group environment.
   2. Enable customization of these streams so users can choose to follow activities of particular interest or significance.

4. ‘Did You Miss?’ Features

* 1. Introduce features that summarize and highlight key discussions, posts, or activities users might have missed since their last login, ensuring they are always caught up with important group dynamics.
     1. have chat gpt read chats and just give a summary of evets
  2. Use analytics to determine which content a user is most likely to engage with and prioritize these in their "Did You Miss?" updates.

# **Messaging & Communication**

## **Core Features**

### **Foundational**

1. Instant Messaging
   1. Provide real-time text messaging capabilities for private conversations or group chats.
      1. Users can shoes to backup data in their preferences
   2. Include features like message read receipts, typing indicators, and the ability to send multimedia (photos, videos, voice messages).
2. Group Chat Functionality
   1. Allow users to create and manage group chats with customizable settings such as naming the group, setting a group icon, and adding or removing members.
   2. Implement admin controls for larger group management, including muting, banning, or assigning roles within the chat.
   3. NESTING!!!!
3. Message Search and Filtering
   1. Enable users to search their messages for specific keywords or filter messages by date, sender, or content type, making it easy to locate important information.
   2. Provide chat-specific search capabilities within each conversation.
4. Message Archiving
   1. Offer an archiving option for users to save important conversations without clogging their main chat list.
   2. Allow easy retrieval and review of archived messages
5. Media Sending Options
   1. Photos, videos, gifs, etc.

### **DUG**

1. Voice and Video Calls
   1. Integrate voice and video calling within the messaging system, supporting one-on-one and group calls.
   2. Include features like screen sharing and call recording for comprehensive communication needs.
2. Media Sending Options
   1. Audio messages?
   2. Like WhatsApp, photos can be seen only once and get deleted once opened. Senders can enable this option if needed.
3. Interaction Sending Options (groups)
   1. Ability to send things like polls, quizzes, etc. into group chats

## **Community Elements**

### **Foundational**

1. Public Discussion Forums
   1. Facilitate larger community-wide discussions in a forum-style format that allows for broader communication beyond direct or group messaging.
   2. Enable threaded discussions to keep conversations organized and focused.
2. Community Boards
   1. Offer digital bulletin boards for posting announcements, advertisements, or general interest messages that are accessible to the broader community or specific groups.
   2. Allow for community moderation and feedback directly on the posts.
3. Language Translation
   1. Provide real-time language translation features to help non-native speakers fully participate in all aspects of the community.
   2. Support common languages within the university community to ensure inclusivity.

### **DUG**

1. Message Broadcasting
   1. Enable group admins and community leaders to send broadcast messages to all members, useful for announcements or important updates.
      1. Limited notifs
   2. Allow users to subscribe or unsubscribe from groups based on their interests.
2. Dedicated Discussion Spaces
   1. Establish topic-specific forums and chat rooms that allow users to engage in discussions based on shared interests, academic fields, or extracurricular activities.

## **Advanced Messaging Options**

### **Foundational**

1. Customizable Notifications
   1. Offer extensive customization for notifications, allowing users to set preferences for different types of messages and groups.
   2. Include options to mute notifications during specified hours or when engaged in focused activities.

### **DUG**

1. Scheduled Messaging
   1. Allow users to compose messages and schedule them to be sent at a later time or date
   2. Include functionality for scheduling regular reminder messages for recurring meetings or events.

# **Event Calendar**

1. Attending list
2. Recommendation List
   1. Upcoming events that we think a user would like to attend based on their previous interactions
3. Filters
   1. Filter between what type of events you want to see
4. Hotspots
   1. Map - colored based on #of people
   2. Shows current and upcoming events
   3. Trending campus locations
   4. Sometimes pops up in main feed

## **Recommendations**

### **Foundational**

1. Personalized Event Recommendations
   1. Use advanced algorithms to analyze user behavior, preferences, and interaction history to recommend groups that align closely with their interests.
   2. Incorporate machine learning to continuously improve recommendation accuracy based on user feedback and engagement with suggested groups.
2. Peer Recommendations
   1. Allow users to see groups that are popular among their peers or recommended by friends, leveraging social proof to enhance trust in suggested groups.
      1. Liked by…
      2. \_\_\_ is in…
      3. You have 3 friends in…
   2. Facilitate a feature where users can directly recommend groups to their peers, either publicly or privately, enhancing the community-driven discovery process.
3. Filtering and Sorting Options
   1. Provide users with the ability to filter the feed by event type (based on event tags)
   2. Provide users with the ability to filter the feed by group category (academic, recreational, career-oriented, social justice, etc)
4. Recommendations are based on a variety of filters such as group size, activity level, themes, and membership requirements.
5. Feedback Loop for Refinement
   1. Include mechanisms for users to provide feedback on the relevance and quality of recommendations, such as “thumbs up” or “thumbs down” signals.
   2. Use this feedback to refine future recommendations and adjust the algorithm for improved personalization and satisfaction.

### **DUG**

1. Contextual Recommendations
   1. Provide recommendations based on contextual factors such as the user’s current location, time of day, and even academic calendar (e.g., suggesting study groups during finals week).
   2. Tailor recommendations during special university events or seasons, such as welcome week or graduation season, to enhance relevance.
2. Dynamic Recommendation Updates
   1. Regularly update the recommendation engine to reflect newly formed groups or changes in group dynamics (e.g., a surge in activity or a shift in focus).
   2. Notify users of new recommendations via personalized alerts or during their prime engagement times to maximize visibility and impact.
   3. Dynamic recommendations: Show people with similar interests in your area
      1. Ex. People in your dorm hall
3. Experimental and Exploratory Options
   1. Occasionally introduce users to random groups outside their typical preference spectrum to encourage exploration and new experiences.
   2. Measure engagement with these experimental recommendations to assess their value and potentially uncover new interests for users.
4. Integration with Academic and Career Services
   1. Work closely with university academic and career services to recommend groups based on users’ academic majors, career interests, or professional development needs.
   2. Highlight groups that are affiliated with or endorsed by university departments or career centers, adding an extra layer of credibility and relevance.

## **Attending**

### **Foundational**

1. Event Attendance Overview:
   1. The attending page provides users with a summarized view of all the events they have RSVP'd or signed up to attend.
2. List of Events:
   1. Displays a list of upcoming events that the user has confirmed their attendance for.
   2. Each event entry includes essential details like event name, date, time, location, and organizer.
3. RSVP Status:
   1. Indicates the RSVP status for each event (e.g., Going, Maybe Going)
   2. Allows users to quickly see their commitment to each event.
4. Event Details:
   1. Users can click on an event to view detailed information about it.
   2. Details may include event description, agenda, guest list, and any additional instructions or updates.
5. Action Options:
   1. Provides options for users to manage their attendance status, such as changing RSVP response or canceling attendance if needed.
   2. Users can also access event-specific actions like adding the event to their calendar or sharing it with friends.
6. Notification Reminders:
   1. Sends reminders and notifications to users about upcoming events they have RSVP'd to.

### **DUG**

N/A

## **Hotspots (Poke Map)**

### **Foundational**

1. Interactive Map Interface:
   1. Users can open an interactive map
   2. The map displays various markers indicating different types of hotspots
2. Types of Hotspots:
   1. Current Events:
      1. Markers show ongoing events or activities in real-time.
      2. Users can tap on these markers to view event details and join if interested.
   2. Upcoming Events:
      1. Markers display upcoming events scheduled in the area.
      2. Users can explore these events and add them to their calendars.
   3. \*Activity Hotspots:
      1. Highlights areas on campus with high user activity.
      2. Users can see where the most buzz and engagement are happening.
3. Filtering Options:
   1. Users can filter hotspots based on categories like sports, clubs, academic events, etc.
   2. Filtering helps users find relevant events or activities more efficiently.
4. Notifications and Alerts:
   1. Users receive notifications for nearby hotspots matching their interests or subscribed categories.
   2. Alerts keep users informed about new events, changes in schedule, or popular hotspots in real-time.
5. Community Engagement:
   1. Encourages community interaction and collaboration by allowing users to create and share their own hotspots.
   2. Users can contribute by adding events, gatherings, or points of interest to the map.

### **DUG**

* N/A

## 