Problem Statement

- A study of 36 WPI students revealed that they read **26%** of their emails
Motivation

HOW INTERESTED ARE YOU IN A MOBILE SOLUTION TO THIS PROBLEM?

A majority of emails are read on mobile\(^1\)
Bulletin Vision

- An app that allows students to
  - Create, like, and comment on posts
  - View events
  - Create and share private events
  - ... based on their location (academic building)
Related Work

- **Trigger – Task Launcher**
  - Show users predefined notifications based on area

- **Yik Yak – anonymous posting by Location / University**

- **WPI**
  - Post events using TVs
  - Creating and sharing events on Facebook
Bulletin Methodology

- Bulletin will...
  - Constantly query users location
  - Show users posts and events that are in their location
    - Allow users to create posts, comment on and like others
  - Allow users to create and share private events via NFC bump
Value Proposition

STUDENTS provide content that is relevant to them.

ORGANIZATIONS help them improve their reach to target students.
Bulletin Implementation

Private Events

Geofence

Public Posts & Events

Local SQLITE Database

REST API

MongoDB Database
Breakfast Bonanza!
10 AM 02/03/2017
Join everyone for a morning of pancakes and cereal.

Finals Crunch
5 PM 02/03/2017
Homework party in each of the common rooms. Food will be included!

Movie Madness
9 PM 02/03/2017
For those done with finals...enjoy a movie and popcorn on us.
Technology

- User Interface
  - PagerSlidingTabStrip
- Geofence
- NFC
- REST API
  - Built using:
    - Express
    - Mongoose
- MongoDB
Results & Evaluation

- We did a one hour focus group with three WPI students, the main takeaways are:
  - All three students would use the app
  - Use WPI CAS to validate users
  - Calendar Integration
  - Be able to look at other buildings
  - Verified user’s posts stand out
  - Filter and sort for events
Discussion

- Our preliminary research indicates this is a problem students place great importance on
- Our solution provides value to multiple target groups
- Comments from user study were technology based, not criticisms of the idea
- Our group reaffirmed the sentiment that they miss emails due to filtering them out
Future Work Technical

- Write an email crawler to get events and their locations and display them in appropriate geofences
- Build interface for validated organizations to post events
  - Web application
- Implement machine learning techniques to learn what posts and events individuals are interested in and show them those first
Future Work Outreach

- Work with WPI for partnership
- Implement Bulletin at WPI by using an ambassador program
- Begin *stop hitting send, start bulletin™* marketing program
QUESTIONS?
References


Image Credits

- https://www.iconfinder.com/icons/285648/group_user_icon#size=128
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