

CampusLand

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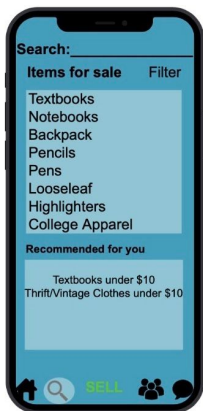
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Abstract— This paper will include the features and overview on the app “CampusLand”.

I. Introduction:

We now live in an era where technology and social media are taking over the world slowly. Kids are now more reliant on technology to stream their shows, talk to their friends via video games and do their homework. Students also rely on the internet to look for textbooks for a cheap price and they go on apps like slack to network with students. There are many websites you can go on to find textbooks, but are you really getting the best price for it? Introducing “CampusLand”, an all-in-one app for college students to sell their products, buy products for a great price and network with students via different communities on campus.

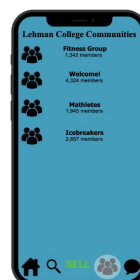
II. Buy and Sell literally anything:



The first feature of this app includes an online marketplace, which is tailored made for new and used textbooks. Since this app is targeted for college students, they can find the textbook they are looking for. There are college students who purchase a textbook and never use it again when their semester ends. With this app, they can list it and sell it to students who need the textbooks. You can also sell other items as well such as school

supplies and clothes. Selling high-valued products such as Electronics, expensive apparel and other items will be made available to students to sell online only in the future update. This buy and sell/marketplace feature is important because it gives students a safe and eco-friendly way to exchange products they are not using anymore. This feature is different from other online marketplaces such as Mercari, Poshmark, Depop, Ebay and Craigslist because it focuses on textbooks more than anything. CampusLand has a feature where you can link your school and meet other fellow students who would like to buy and sell products. Meet ups can happen on campus easier with this feature. It is safer than websites like Craigslist because it will require you to put a student email and EMPLID in order to do meet ups on campus with other students and other security requirements. According to an article on The Washington Post titled “Think twice before answering that ad: 101 murders have been linked to Craigslist”, it talks about how murders and robberies have happened through this app. We will make sure every transaction is safe and we will advise people to never do meet ups outside of a college campus. Our transaction fee will be 10% and shipping costs will be disputed between the buyer and seller.

III. Network with other students via communities:



It's safe to say that the majority of students nowadays have a smartphone, which means almost everyone uses some type of social media. According to a consumer insight service *Experian Simmons*, More than 98 percent of college-aged students use social media, which is a big deal since that means almost everyone has access to technology. It's sometimes hard for students to network with other students for many reasons, and depending on how big the school is, it may be hard to find the right people who you like to connect with, in terms of your major and interests. CampusLand has a communities feature, where you can join different communities to network with other students who share a similar interest as you. As you can see in the screen above, there are various communities such as a "fitness group" where students talk about fitness and meet other students to workout with. "Mathletes group" is where students can talk about math exams, group studies and just a place where math majors can interact as well. There is a community for everything in your college, and our goal to bring college students together through this community feature. What makes this feature different from Slack is it is not only business limited, and there are more opportunities to engage with other students. This feature is important because depending on the school a student attends, whether it is a school they commute to or a city school, students may not have time to stay in school and connect due to responsibilities they have. With this feature, they can join communities they are interested in and connect with students in that community. You do not have to be on campus to connect with students, and when you meet someone through the community feature, you can schedule a meet-up to start to interact with that person in real life

IV. Future Additions to App

Voice and video calls will be available soon in chats in order to make meet-ups smoother and you can speak to people you met on the communities app without having to exchange phone numbers or social media. A verification team will be added for legit checking high valued items and making sure people are not ripping people off in our marketplace. We are also going to enhance the chat feature, making it easier to connect with students you meet via communities to chat with them. Implementing this app through high school is in the works, especially for those schools that are the size of a large college campus.

V. Conclusion

I made this app because with the rise of online shopping and buying and selling items online, students can benefit from an app where they can find whatever textbook they are looking for for a great price. I have textbooks at home that I do not use anymore, and if this app was real, I would have used it. Listing it on Ebay and Mercari is an option, but people are not going on those sites to look for a textbook. I feel like life on campus needs a spark, and students/kids today are online more than ever now. With this feature, students can meet people efficiently by finding similar interests and linking with them via our upcoming chat update. This app will be the future for how students do their school shopping and make friends and connections.

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