

UDUNEX CASE-STUDY

A Mobile App to Keep UDUS Students Informed, Engaged, and Empowered

Submitted for UDUS IT Compete 2025

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Problem Statement

- ▶ Many students at UDUS miss important events, opportunities, and announcements due to poor information dissemination.
- ▶ • Lack of a centralized, student-focused information hub
- ▶ • Communication is scattered across notice boards, WhatsApp groups, and word-of-mouth
- ▶ • Missed opportunities for growth, exposure, and networking





Real Impact on Students

- ▶ • Missed seminars, workshops, and competitions
- ▶ • Low attendance at valuable events
- ▶ • Reduced student engagement
- ▶ • Feelings of disconnection from campus life

The Solution - UDUNEX

- ▶ A dedicated mobile app to serve as a unified communication platform for students, built by students, for students.
- ▶ • One-stop hub for all event updates
- ▶ • Push notifications and reminders
- ▶ • Announcements from faculties and student groups
- ▶ • Personalized experience based on department, level, and interests

Key Features

- ▶  Events Calendar - Filter by faculty, category, or date
- ▶  Smart Notifications - Get reminders before events
- ▶  Announcements Feed - Real-time updates from management and student groups
- ▶  Personalized Dashboard - Content relevant to your department and interests

- ▶  Saved Events & Resources - Download post-event materials

User Flow (How It Works)

- ▶ 1. Login / Sign up using email and password
- ▶ 2. Select Preferences (Faculty, Level, Interests)
- ▶ 3. Browse Events & Updates
- ▶ 4. Get Notifications
- ▶ 5. Attend, Engage, Grow

Target Users

- ▶ • Undergraduate and postgraduate students
- ▶ • Faculty and department leadership
- ▶ • Student union and club organizers

Research & Validation

- ▶ Interviews with 15+ students
- ▶ 90% said they've missed events due to poor communication
- ▶ Majority agreed a mobile app would be helpful
- ▶ Preferred notifications over random WhatsApp messages





Competitive Advantage

- ▶ • First-of-its-kind student-centered info app for UDUS
- ▶ • Built with UX research and real student feedback
- ▶ • Designed for offline compatibility (updates sync when connected)
- ▶ • Scalable to other universities

Competitors & Differentiation

- ▶ ◇ WhatsApp as an Alternative
 - ▶ - Scattered information across many groups
 - ▶ - Messages get lost in endless chats
 - ▶ - No filtering by faculty, department, or interest
 - ▶ - No official ownership or reliability
- ▶ ◇ Why UDUNEX is Better
 - ▶ 📅 Centralized: One trusted app for all student updates
 - ▶ 🎯 Personalized: Filter updates by your faculty and interests
 - ▶ 🔔 Smart Reminders: Notifications before events
 - ▶ 📁 Organized Archive: Search and revisit past announcements
 - ▶ ☑ Official & Credible: Backed by UDUS management

Expected Impact

- ▶  Increased student participation
- ▶  Better awareness of growth opportunities
- ▶  Stronger campus community
- ▶  Recognition for UDUS as a tech-forward institution

Next Steps / Call to Action

- ▶ 1. Get Mentorship & Support to build MVP
- ▶ 2. Test with selected departments
- ▶ 3. Collaborate with school IT and SU
- ▶ 4. Launch Beta on Campus

- ▶ Let's connect UDUS students to the opportunities they deserve.