

The 'Zhiyin Campus' App: An Innovative Design that Integrates Socializing and Studying on Campus

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Abstract

Contemporary college students are faced with the problems of small social circle and insufficient study. In order to solve a series of pain points such as small social circle and insufficient study, we provide a platform- the "Zhiyin Campus" APP, which is an innovative design integrating campus social interaction and study. Based on cloud campus, it is dedicated to helping college students "improve their knowledge, catch news and find friends "on campus.

Keywords

Campus Platform in Internet; Colleges and Universities; Socialization; Study.

1. Research Background

Contemporary college students are faced with the problems of small social circle, hard-to-find blog, not knowing who to turn to for help when encountering problems, not being good at communication, not being focused enough in study and lacking initiative.

University is a link between teenagers and society. As a college student, one should firmly grasp this link, improve one's abilities as much as possible and develop in an all-round way in order to better enter the society in the future. In the process of improving college students' personal ability and quality, the two indispensable trains are "socializing" and "learning".

However, in today's era of rapid changes and iterations of things and environment, there are still a large number of college students on campus who live a three-point-one life-dormitory, classroom and canteen. Instead of finding a suitable way to make use of campus resources, deal with campus things, find campus fun and explore more profound knowledge, they choose to live a "fat house" life day after day. Below, I will talk about the current situation of a large number of college students' problems in terms of social interaction and study.

(1) Social problems on campus

1) Narrow social circle. In the same campus, we can only pass by most of our classmates and don't know each other. On the other hand, there is little communication between classmates and classmates. Without communication, it is even more difficult to socialize and find more friends.

2) Bole is hard to find. It's hard to find friends who share the same interests at school, even if they are in clubs, they can only find a few classmates who share the same interests.

3) Teammates or partners are hard to find. When you want to participate in various competitions in the school, because of the asymmetric information, you can't find a suitable teammate to team up efficiently and accurately, and you can't reach a satisfactory team-up demand in a short time.

4) I don't know who to ask when I encounter problems. In our college life, we will encounter all kinds of difficult problems or problems that need help. We all hope to talk to others and find a

suitable solution. However, in the situation where we seldom socialize, we can't find a good partner to ask when we encounter problems in life or study, and there is no suitable solution.

5) Fear of communicating with strangers. Subconsciously, a large number of people are afraid to communicate with strangers, hoping that they will live in a narrow circle. It is difficult to cross the hurdle in their hearts if they don't know strangers or talk to them.

6) Not good at expression. In a university campus, there is a sense of youth and youth everywhere, and there are many things worth talking about. Many witnesses don't know who to share with and how to express them, which leads to mutual news blocking, and the spread of news and information in the campus can't be well developed.

(2) On-campus learning problems

1) Learning tasks can't be completed on time and in quantity. Many college students can't finish the learning tasks related to their own professional courses on time after class, and they don't have a deep grasp of the learning content, and the time arrangement of after-class learning is not enough, which leads to low learning quality.

2) Can't concentrate during the study period. Some college students can arrange their own after-school study time, but they can't grasp this time well during the study period, resulting in low study efficiency in the only study period.

3) Only knowing a little about many problems encountered in study. Many college students can't find suitable classmates or teachers to help them solve problems related to their professional knowledge in their studies, so they can only have a private chat one by one in an inefficient way, or "swallow everything" or "don't ask for a solution". As a result, college students don't have a good understanding of many problems, but only a little knowledge.

4) The attitude towards learning is not firm enough. In the process of learning, everyone will encounter different difficulties or doubts, and some students will choose self-denial or negative learning when they encounter such a situation, and they will be treated negatively, and their attitude towards learning is not firm, which is also a big manifestation of low learning effectiveness.

To sum up, in this fast-paced era of paying attention to contacts and knowledge, we can clearly see from the current situation of social learning and life of a large number of college students on campus that one of the pain points in this group of college students is that social and learning effectiveness is not high.

2. Product or Service Features

We divide the product service module into six areas: the home page, the personal center area, the search area, the question and answer area, the dynamic expression area (discovery), and the study area. Their respective functions are described in detail as follows:

(1) home page:

Set the entrance of the campus media associations to enter the project, and the approved media associations that enter the campus can publish the articles they want to publish on the front page, and present them on the front page in the form of pictures and texts of some subheadings, so that college students can know the information of the school more comprehensively and quickly. In addition, the front page will flow out of some pages to publish advertisements, so as to obtain some income.

(2) Personal central area:

Users can improve or modify the corresponding information in the personal center area, including the settings of personal signatures, nicknames, avatars, photo walls, hobbies and other labels, etc., which is mainly used to help users find partners with higher matching and fit with themselves. This area has a special function of setting resumes, which is mainly applied to

the search needs of teammates. After each user comes in, he can choose to set several resumes of his own with different emphasis, which can be used later to find more suitable teammates, study partners and Bole in the search area. =

(3) Looking for someone area:

It runs in four sections, namely, finding teammates, finding schoolmates, finding Bole and others. In this area, users can publish news according to their own needs, tell their own characteristics or advantages, etc., and express the characteristics and information of the friends they need to find, so as to achieve a more accurate match, and solve the pain point that college students are difficult to find partners who are in line with their inner standards. In particular, in this area, we will specially set up "add questionnaire mode" and "find another team mode". "Add questionnaire mode" means that users can choose to attach a questionnaire when publishing their information about finding people in this area, so that it will be more accurate and convenient to screen the information of the friends they want to find. "Team-finding mode" can make the other party better understand their own advantages and strengths, facilitate users who want to find teammates to let others know themselves more quickly, show their advantages and sincerity, and deliver resumes to many parties at the same time, so as to achieve the purpose of high efficiency and accuracy.

(4) Question and answer area:

There are three sections in this area, namely, life class, study class and others, which are used to bring great convenience for users to solve all kinds of problems related to life and professional study on campus, and also provide a platform for helpful college students to share. On this platform, we adopt the invitation mode to invite users to answer questions raised by other users. Reward and top mode will make the answer rate of this module more potential.

(5) Dynamic expression area:

In this area, we will set up four sections: confession wall, spit wall, daily dynamic area and discovery. The opening of this function can effectively solve the pain point that it is difficult for college students to quickly obtain helpful information on the existing platform on campus. In this module, we will classify and standardize the dynamic needs of users, and set the keyword search function, so that the utility of this platform can be improved, so that more on-campus users can experience more extreme on-campus dynamic service functions, and search for the information they want to know more quickly.

(6) Study area:

In this area, we will set up four sections, namely, list plan, intra-school mutual incentive punching group, learning mode and school information sharing, in order to solve the pain point of college students' learning self-discipline. The school data sharing section will organize the data of various majors and disciplines, sort out the nature of the data uploaded by users actively, and give some rewards to users who actively upload. This function not only effectively improves the learning resources within the school, but also plays a positive role in promoting the learning motivation of users.

3. Core Competitiveness and Innovative Design

If an excellent product wants to stand on the market, it needs its own unique competitiveness, so that it can stand firm in the product market. Next, we will begin to analyze the competitiveness of this product.

(1) Innovation competitiveness

1) Innovative ideas

This product is thought from the perspective of college students, aiming at improving the ability of college students, and finding some problems of contemporary college students so as to make

some corresponding answers. The social problems of college students are gradually obvious. They want to get out of the dormitory but don't know who to communicate with. Nowadays, the risk of dating software on the market is too great, and college students are afraid and unwilling to try it. Our products are first based on the campus, and the students in the same school are relatively safe. Secondly, our software integrates social interaction with learning, for example, it has the function of finding schoolmates who go to the library together on the platform. Furthermore, this product can properly remind college students of the problem of self-discipline. Nowadays, most campus apps are linked to school activities and grade point credits, or related to part-time jobs, or they may be convenient for communication and notification between students and schools. Compared with the current market, such a software that integrates social learning and self-discipline is really eye-catching and meets the needs of college students to a great extent.

2) Content innovation

One of the outstanding highlights of this product is the novelty of its content. The social functions involved in our project are not simply matching the mode of making friends. Many dating softwares input some hobbies, and then match some friends with the same interests. "Zhiyin Campus" is a software to improve college students' ability. It not only has the above functions, but also makes the content of this product unique. Customers can find suitable teammates on the platform. Team competition is also an important part in college life, but many times we may not find the teammates we really need. Through our product, you can search out the information of partners who have participated, experienced, or professional skills by entering keywords to help college students find like-minded friends. Secondly, our other aspects also have their particularity, including the "search mode" such as the library, museum and association. Our third highlight is the "learning" function. Because it is open to colleges and universities, customers can ask some professional knowledge on it, or answer on it to get corresponding rewards. In addition, a small target group can be set up temporarily in the APP for everyone to supervise each other and learn to punch in. These are innovations and services in our content, and they are all designed from the needs of college students.

(2) Channel competitiveness

College students are a fixed group, and the number is increasing year by year. This shows that our target market is constantly growing. According to relevant data, in 2018, there were 2,663 colleges and universities (including 265 independent colleges) in China. Among them, there are 1,245 undergraduate colleges; 1,418 higher vocational (junior) colleges. In addition, there are 815 postgraduate training units. The total number of students in various forms of higher education is 38.33 million. Our team is based on the market of college students, constantly developing and improving, and starting from the real situation of college students, I believe it will have its own world.

(3) Business risk competitiveness

The general APP development process needs to go through requirements collection, requirements evaluation, prototype drawing making, design drawing design, programming development, technical testing, technical acceptance and other links, which usually need to be completed by different departments of the technology company, and it is easy to happen that the departments are not connected smoothly and the time period of some links is uncontrollable. However, general software will face the following risks: technical analysis, financial analysis, management risks and so on.

First, technical risks, the development of APP software, the team needs to pay attention to the following points: First, make sure whether the software can be completed according to the requirements of the construction period; Secondly, whether the research of software requirements is thorough; Thirdly, whether the software implementation means can meet the

performance requirements at the same time, and finally, whether the quality can be effectively guaranteed. Regarding these, the team needs to consider the scalability, maintainability and ease of use of the software. Second, financial risk, early financing risk, and late capital chain risk. Let's take a look at our competitive advantage to solve these puzzles.

First of all, as college students have certain start-up capital, we can try our best to minimize the financing risk in the early stage. Other risk coping strategies are nothing more than vigorously exploring the market, quickly occupying customers, and reserving high-quality talents. On the one hand, the pattern of our team has been reflected, and it is excellent talents from various majors in the school, including technicians, public relations, and finance. It can even be said that if loopholes are found, relevant talents can be found in time to fill them.

Secondly, it is to strengthen the ability of project operation and management. This requires long-term reserve of talents. Technicians choose excellent designers in engineering, and often keep up-to-date attention to the security and stability of network testing and systems. For this part, we have staff who are responsible for software and security, which is an important guarantee for our products. Starting from the school, we pass the school card certification, so that the security can be improved.

Finally, pay attention to the balance of cash flow. When the number of our users reaches a certain number, we can make some advertisements through the advantages of the platform, so as to obtain the corresponding cash flow.

In these aspects, it is not difficult for me to reflect the competitive power of our business ability and the advantages of other products.

(4) Barriers competitiveness

Competition barrier refers to the market competition activities in which enterprises build an effective "competition threshold" against competitors based on their own resources and market environment constraints in order to maintain their dominant position in the market. A good competition barrier can provide a good marketing foundation for enterprises to carry out effective offensive marketing activities, and it is also conducive to issuing strong market competition warnings to competitors. And our product itself is a barrier, and the innovation of its ideas and contents makes the product unique. In addition, its GAI-like security and the combination of the functions of the campus confession wall and Tucaojun make it more practical, and some merchants introduced on the later platform will also make both parties profit. What's more, we can't stop there. Our team also needs to set up a fast and effective monitoring system for the market environment, so as to grasp the trend of the market environment in time, and then make effective countermeasures so as to be more in line with the daily life of college students. Secondly, we should pay attention to improving our own market adaptability, and respond quickly to the trend or possible trend of competitors. Finally, we should learn to conduct in-depth research on the characteristics, structure, trends and behaviors of college students, pay attention to the leap from "following consumption" to "guiding consumption" and realize the success of product renewal.

4. Entrepreneurial Vision

(1) Solving the social pain points of contemporary college students.

In view of the real needs and pain points of college students' daily life, we have created "Zhiyin Campus", a Campus APP product dedicated to students in colleges and secondary vocational schools. "Zhiyin Campus" cooperates with colleges and universities, and carries out marketing promotion through various channels. "Zhiyin Campus" not only generates income, but also produces certain social benefits.

(2) It is possible to develop learning and socializing in parallel.

The “Zhiyin Campus” APP makes it possible for college students all over Jiangxi to communicate with each other. Here, you can publish the recruitment information of competition teammates, ask difficult questions that you can't do, learn the good habits of others, read some excellent articles, and discover the resource pool. Of course, besides studying, you can also socialize, find like-minded people, learn more about other schools and exchange different views with each other. The “Zhiyin Campus” APP is such a software that has no threshold, convenient information exchange and entertaining. “Zhiyin Campus” establishes economic relations with merchants, customer relations with college students, and cooperative relations with other apps. (3) Serve college students with the most diversified functions and applications.

The “Zhiyin Campus” APP thinks from the perspective of college students, finds some problems and answers them accordingly. “Zhiyin Campus” is based on the campus, and its security is guaranteed compared with social apps on the market. Integrate social interaction with learning, and concentrate service functions. The “Zhiyin Campus” APP integrates social learning and self-discipline, and greatly meets the needs of college students.

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