



U-STEMist scheme 2018-2019

Cryout - Mobile app for teenagers (TreenS)

Project Introduction:

Our project aims to produce a sustainable mobile app for teenagers to share their subjugated knowledge. Subjugated knowledge can be 'chocolate appreciation', 'snack-makings' or anything that we may have never thought of!

Teenagers have different special knowledges and talents, but their knowledge may not be treasured in the society. Teenagers should be given opportunities to share their knowledge and interests, apply the knowledge in the society and develop their interests into career.

That is how our app, TreenS, begins!

TreenS is a platform for teenagers to organize and participate classes of special knowledge, share resources of subjugated knowledge and have meaningful discussion. Both hidden teens and normal teens are target users of TreenS.

Design of TreenS:

Our app is called 'TreenS' because...

'Teens' stands for our target users, youths, and 'Trees' symbolize the development of teenagers' life through sharing of subjugated knowledge. We combine two words together!

S stands for both 'sharing' and 'subjugated knowledge'.

Special Features

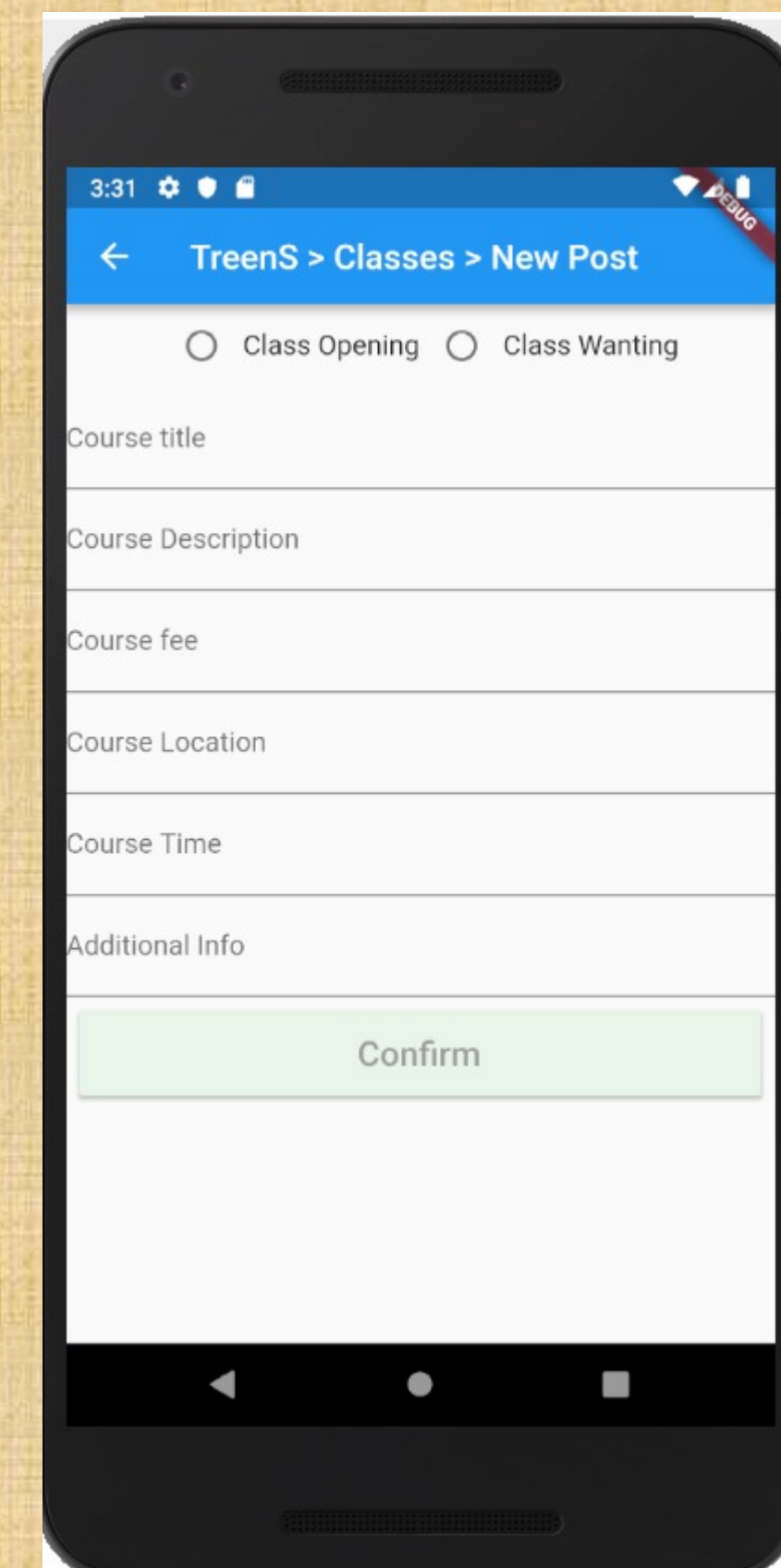
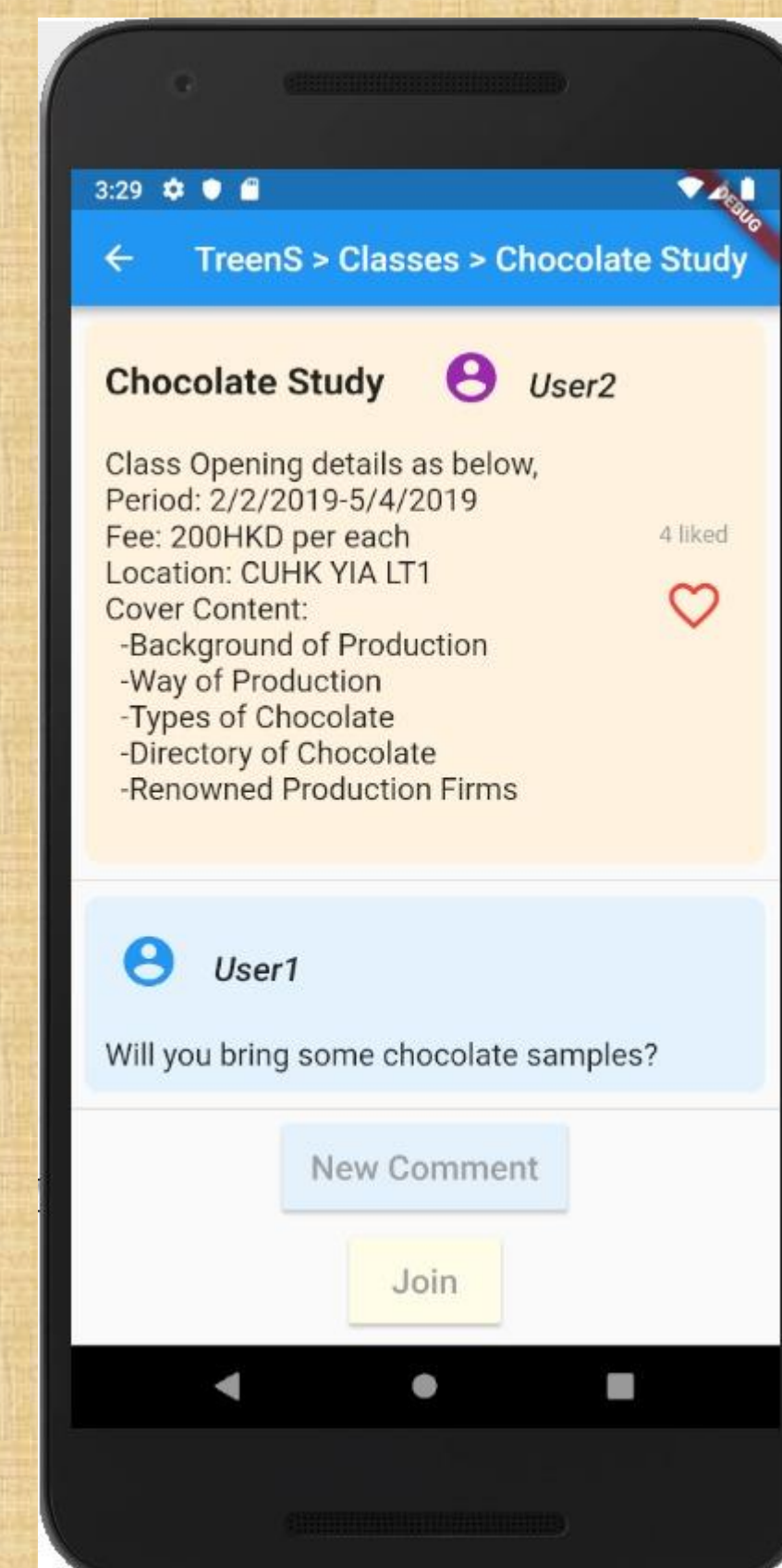
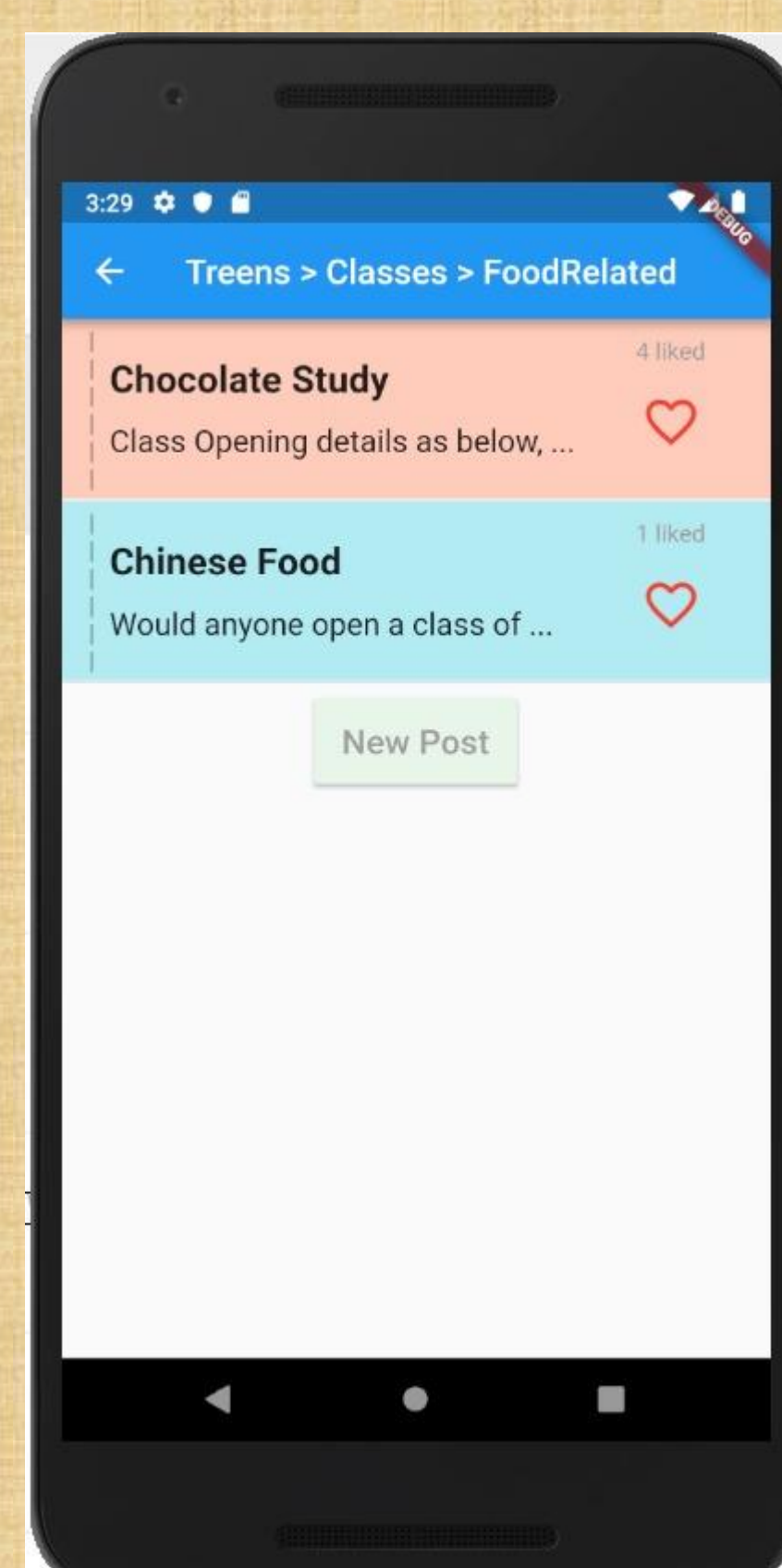
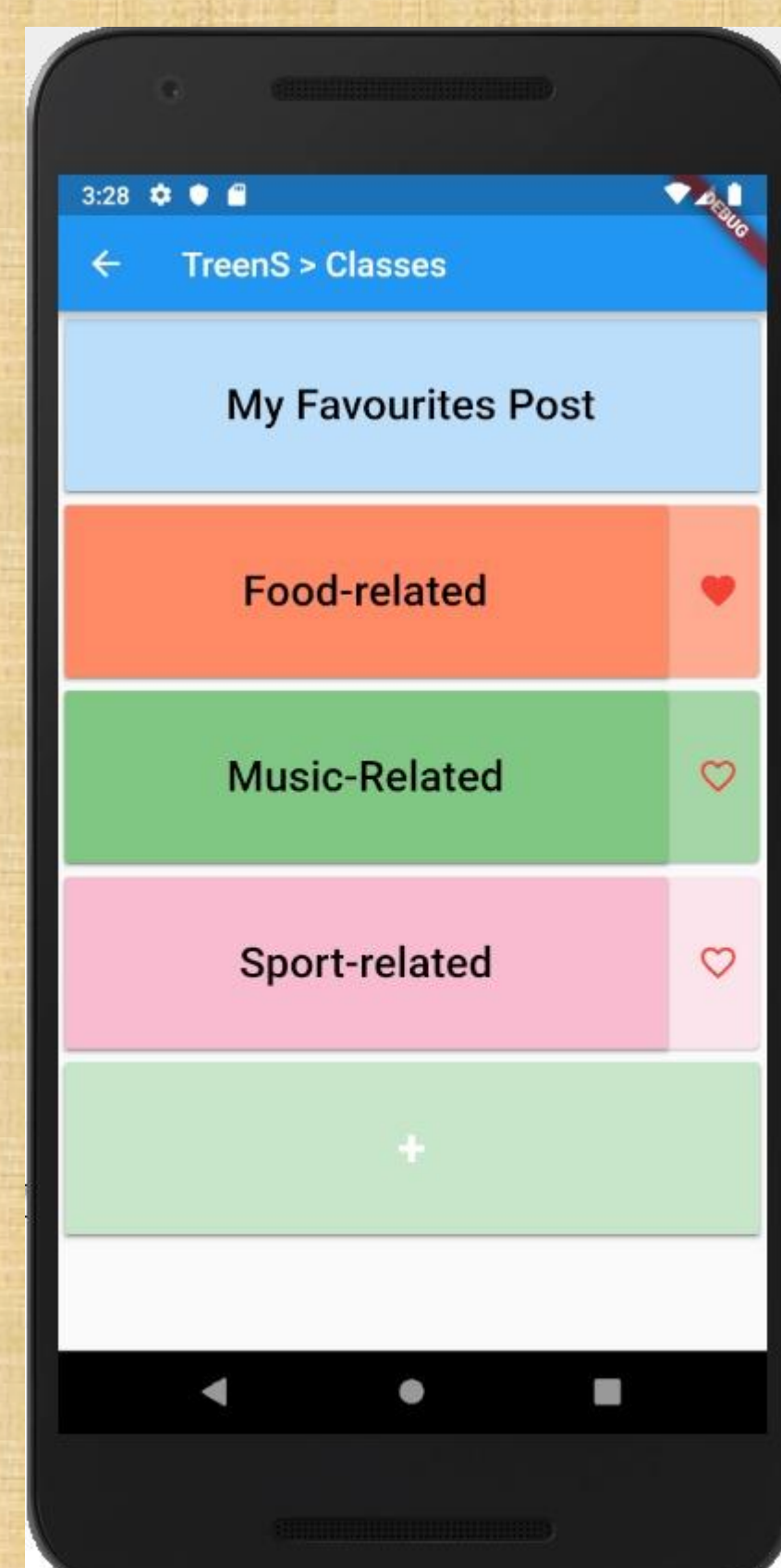
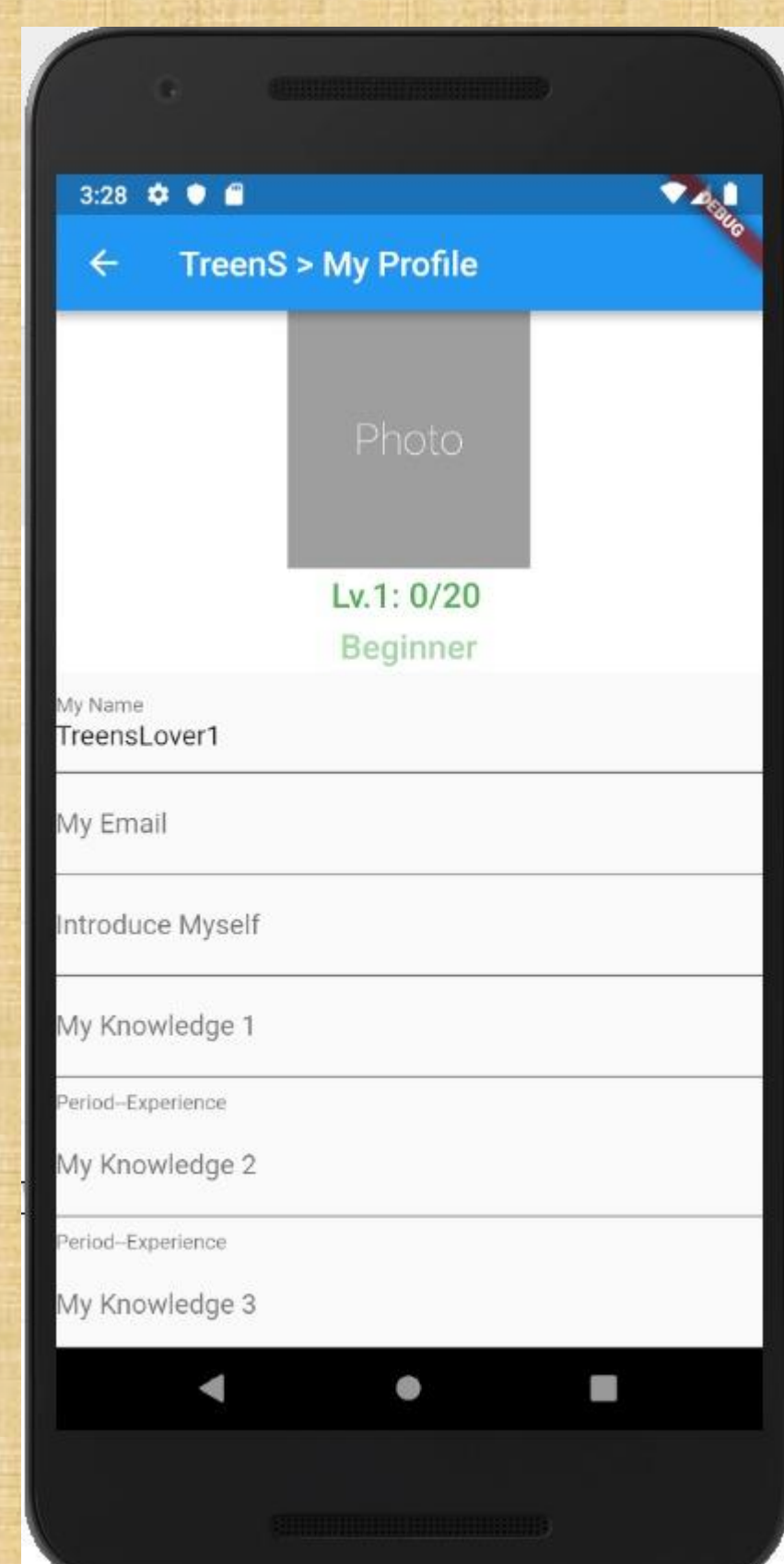
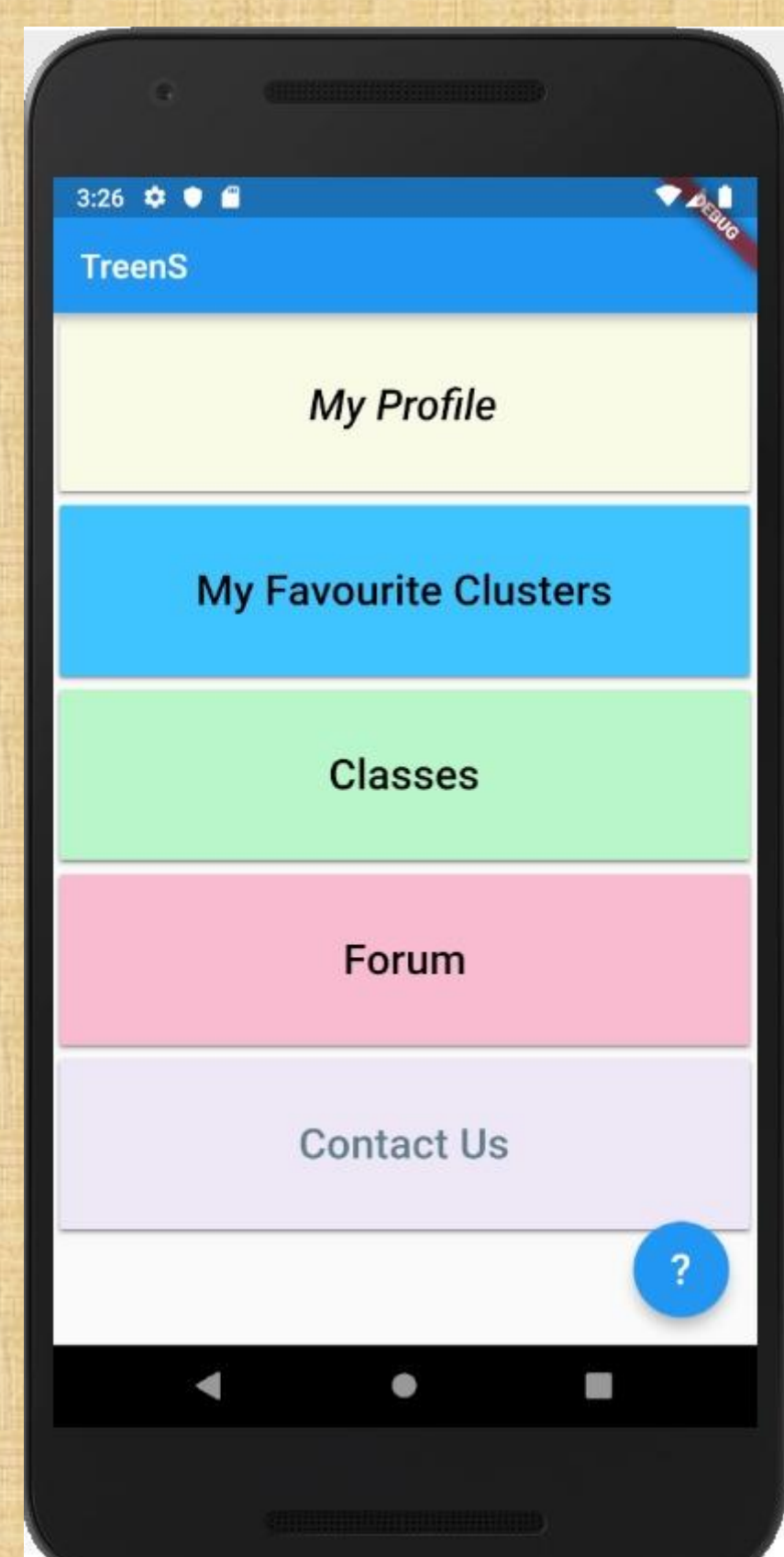
User's profile: Users can show their interests, experience and talents to other users

My favourite clusters: Users can to extract the areas that they are interested conveniently

Class: Users can organize classes and join classes that interest them!

Forum: Users can discuss, share resources and upload video to promote knowledge!

Membership System: Users are categorized into different levels based on their participation. They can upgrade if they participate more. The higher level they are, the more functions (such as changing users' characters, profile layout, having interesting stickers) they enjoy!



Evaluation on the achievement of the goals and expected outcomes

Goals Achieved:

- Developed ideas about different functions of TreenS and the flow of TreenS
- Built up a pre-alpha version of TreenS

Limitations and difficulties

- Insufficient time for developing TreenS
- Lack of opportunities to know our target audience- normal youths and hidden youths
- Lack of client base and advertising of TreenS
- Haven't designed artistic layout of TreenS
- Payment system for administrative fee of TreenS not yet developed

Conclusion and recommendations

TreenS provides a preliminary idea of an app that allows youths to share what they know, learn what they are interested. Subjugated knowledge can be brought to the eyes of the public if TreenS can be developed in a more sophisticated way.

Artistic layout designs, different characters for users, rewards for active users and sustainable payment systems are things that we can further work on. It is also desirable if we can launch a pilot market study of the app by inviting a small community of users to try for few weeks and ask for their feedbacks!

Individual Reflections

Ben:

Participating in this project was a fruitful experience to me! I have never imagined that I could work with others to develop a mobile app and try to understand the needs of teens!

Designing the logo, the flow and membership system of app makes me more sensitive to users' experience and more aware of the marketing strategies. It is essential to design a product based on clients' needs and meet social demands!

Cindy:

This is the first time for me to start build a mobile application from scratch. I gain a lot of valuable experience and knowledge through this.

Apart from this, during the whole development of the app, we need to consider different reaction from the user and the functions that are desired by the market. I learn a lot through the process of cooperating with my groupmates. Not only the way to work as a team but also their knowledge from different major gives me insights. Most importantly, this is really a great chance for us to try apply STEM knowledge in building things that can help the community.

Mandy:

The project requires intensive planning and communication between members of the group and the community partner, and we had done a great job in planning and communication.

I've learnt the basics of how to produce an app for example using the Android studio, gained insights on the development of STEM education and understand the importance of soft skills in order to smoothen the progress of a project.