

# CHAIR PROJECT

SPRING 2026



# BEARCAT BOOST



**Bearcat Boost is the ultimate campus companion for Baruch students—combining academic support, social discovery, and student-driven insights in one place.**

**From essential resources to the best local deals and events, Bearcat Boost helps students make the most of campus life.**

# Features

- **Resource Directory:** Direct access to the Writing Center, STARR Career Development, and other campus services.



- **Discovery Feed:** Student community discussion board of campus news.



- **Peer-Vetted Ratings:** A crowdsourced review system for local food spots.



# Features

- **Club Connector:** Find campus organizations that match specific student interests and professional goals.



- **Student Discounts:** Discover exclusive deals.

# SWOT ANALYSIS

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# SWOT ANALYSIS

## STRENGTH

A centralized, student led app that combines academic resources and social life tailored specifically for Baruch's commuter students.

## WEAKNESS

The app relies heavily on active student engagement and consistent updates to maintain accuracy, relevance, and overall usefulness.

## OPPORTUNITIES

The platform can grow through partnerships, new features, and expansion to other commuter schools facing similar challenges.

## THREATS

Competing platforms and potential university-backed solutions could reduce user adoption and limit the app's overall growth.

# MARKET RESEARCH

## THE INSTITUTIONAL GAP



### Navigate360

- **The Official Tool:** Designed for administrative tasks like degree planning and mandatory advisory scheduling.
- **Academic Guardrails:** A system of record used for resolving registration holds and tracking early alerts for at-risk students.
- **Data-Driven, Not Student-Driven:** It optimizes your academic record (GPA/Credits) but overlooks your campus life (Social/Financial).

## BEARCAT BOOST ADVANTAGE

Beyond just tracking your credits, Bearcat Boost connects you to the 'hidden campus' of local deals, club cultures, and verified peer reviews.

# MARKET RESEARCH

## THE COMMUNITY GAP



- **Cluttered Community Feed:** A high-volume forum where critical campus advice is easily buried under repetitive threads and memes.
- **Unverified Perspectives:** Without a formal vetting process, it is difficult to distinguish between expert student guidance and outdated or inaccurate rumors.
- **Static Conversations:** Useful for venting, but offers no "one-tap" way to join clubs or claim local deals.

## BEARCAT BOOST ADVANTAGE

**Bearcat Boost turns campus chatter into a high-utility ecosystem with organized peer reviews and direct, verified access to student perks.**

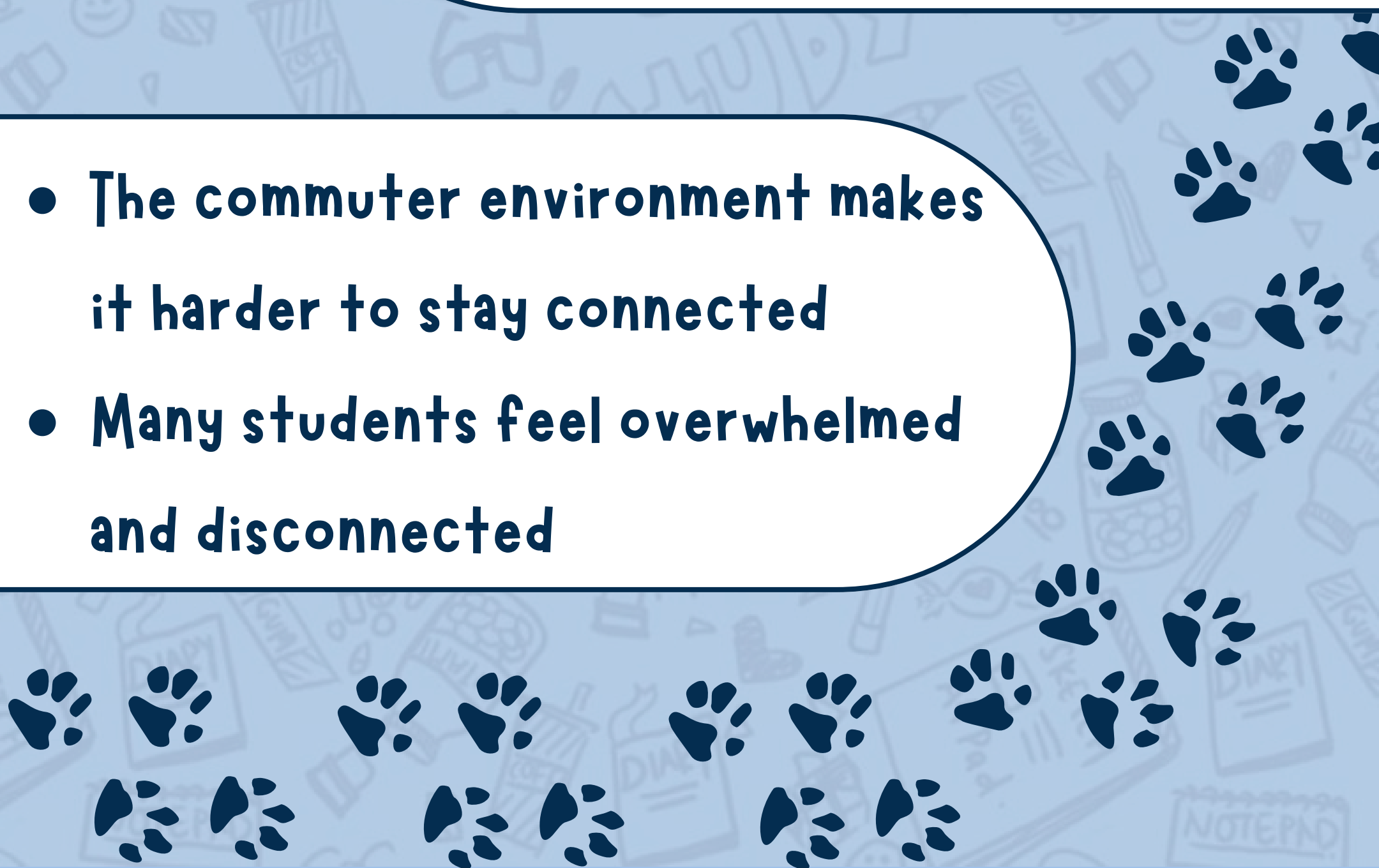
# CHALLENGE

## Why did we create this app?

- Baruch has no central hub for student life
- Important info is scattered across different platforms

- Students rely on word-of-mouth to stay updated
- It's easy to miss resources, events, and opportunities

- The commuter environment makes it harder to stay connected
- Many students feel overwhelmed and disconnected



# **SOLUTION**

**How will Bearcat Boost  
change student life?**

**Centralized fragmented campus resources into  
one unified, easy-to-navigate platform**

**Minimized information overload and search time  
with a personalized student interest match system**

**Created a student-driven feed for  
peer-vetted recommendations**

**Creating a stronger sense of community by  
connecting students to resources and each other**

# AUDIENCE

Who is Bearcat Boost for?

## INCOMING FRESHMEN

Go beyond the official orientation. Get the peer-verified info you need to navigate Baruch's social and academic life.

## TRANSFER STUDENTS

Direct access to the best clubs and campus circles. No more digging through outdated threads to find where you fit in.

## THE CAMPUS REGULARS

Whether you commute or dorm, your time is valuable. Get direct access to the best study spots, local discounts, and campus events.

# **INTRODUCING THE UI DESIGN OF BEARCAT BOOST!**



**Bearcat  
BOOST**



Good morning,  
**Bearcat Bob**

Class of '29 MOB

*Trending Now*

Food & Deals

3h ago  
**New Ramen Spot on 23rd - Student Discount!**

Events

5h ago  
**Career Fair Next Week - RSVP!**





 Resources

 Appointments

## Baruch COLLEGE WRITING CENTER

Get help with essays, research papers, and writing assignments from peer tutors.

 Library Building, Room 1400

 Mon-Fri: 9am-7pm, Sat: 10am-4pm

[Book Now](#)



## Baruch COLLEGE | Starr Career Development Center

Career counseling, resume reviews, interview prep, and internship opportunities.

 NVC, Room 2-290

 Mon-Fri: 9am-5pm

[Book Now](#)

## SACC

Student Academic Consulting Center

Academic advising, study skills workshops, and peer tutoring in various subjects.

 NVC, Room 2-116

 Mon-Thu: 10am-6pm, Fri: 10am-5pm

[Book Now](#)

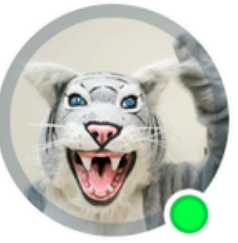


# ACADEMIC ADVISING

[Book Now](#)



# Feed



Search



For you

Events

Clubs

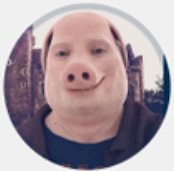


Moby The Whale • 2 hours ago Events

## Investment Banking Panel Tomorrow!

Just got confirmed - Goldman Sachs, JP Morgan, and Morgan Stanley are all sending VPs. Starts at 6pm. Get there early, room fills up fast!

👍 42    💬 12    ➦ Share

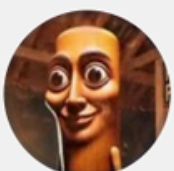


John Pork • 4 hours ago Academic

## ACC 3000 Study Group - Anyone interested?

Looking to form a study group for Intro to Accounting. Meeting twice a week at library. Comment if interested!

👍 23    💬 6    ➦ Share

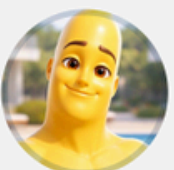


Tung Tung • 6 hours ago Social

## Spring Fest is BACK! 🎉

Mark your calendars - Spring Fest 2026 is happening April 15th in the plaza. Live music, food trucks, club booths. Who's excited?

👍 153    💬 67    ➦ Share

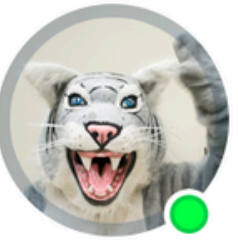


Banana • 8 hours ago Resources

## Writing Center saved my GPA!

Seriously, if you're struggling with any writing assignment, go to the Writing Center. The tutors are amazing and patient. Wish I





What are you craving?



Food

Deals

Reviews

## Popular at Baruch College



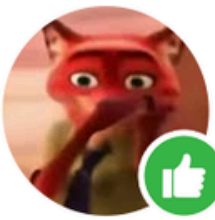
# Vivi Bowl

4.7 ★ (130) • 2 mins

Healthy

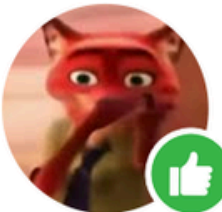
Fresh

\$\$



**Scuba Lizi**

"A great price for how much they give you"



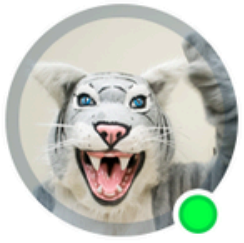
**KseniiaBearCat**

"Very yummy"



Leave a review...





🔍 Course Name...



## New Course Announcements

### Course: ART 2052

**Fine\_and\_Performing\_Arts\_Department:** Baruch has recently launched ART 2052: Graphic Communication--Computer Based Image Making that can be used to fulfill course requirements for Graphic Communication minors. The course will teach students how graphic designers draw and manipulate... [Read more](#)

### Course: POL 2353

**We have a new course! POL 2353:** Public Policy, this course will explore topics involving civil rights, educational finance, budgeting, and more from the a theoretical perspective... [Read more](#)

## ★ Peer Favorites



### Course: ART 3056

**Bearcat11135:** I loved my time in ART 3056: Typography. I had such a fun time learning about different fonts and the professor that I had made the course all the more worth it!! 10/10!!

✔️ 10 Peers found this helpful



### Course: ANT 1001

**Baruchstudent4456789:** ANT 1001: Cultural Anthropology became my favorite course because of Professor Bethany! Her enthusiasm for the subject was infection and influenced my own enjoyment in the class!!





**Bearcat  
BOOST**

## **UI DEVELOPERS**

**Maj Rashid**

**Elias Dudley**

**Lizi Kapanadze**

## **STORY DEVELOPERS**

**Kseniia Vavilova**

**Katie To**

**Monika Rorata**