# Tree hole: an anonymous social functions for university students in Bloom App

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## Abstract

This project is based on Bloom's social media section and is a new section for students to socialize anonymously: Tree hole. The main functions are to post anonymously, choose an area, comment on other people's posts, and match chat after answering questions.

## Introduction & Background

Bloom is an AI-powered student community and marketplace platform designed to meet the most pressing needs of university students aged 18-25. the Bloom platform combines messaging and social media with gaming and marketing to enhance student interaction and student mental health that has declined due to COVID19 restrictions.

I designed new sections in Bloom that would ensure privacy and allow people to express themselves freely due to the need for anonymous social. At the same time, the real-name authentication and content socialization model protects university students from fraud and harassment in the anonymous mode.
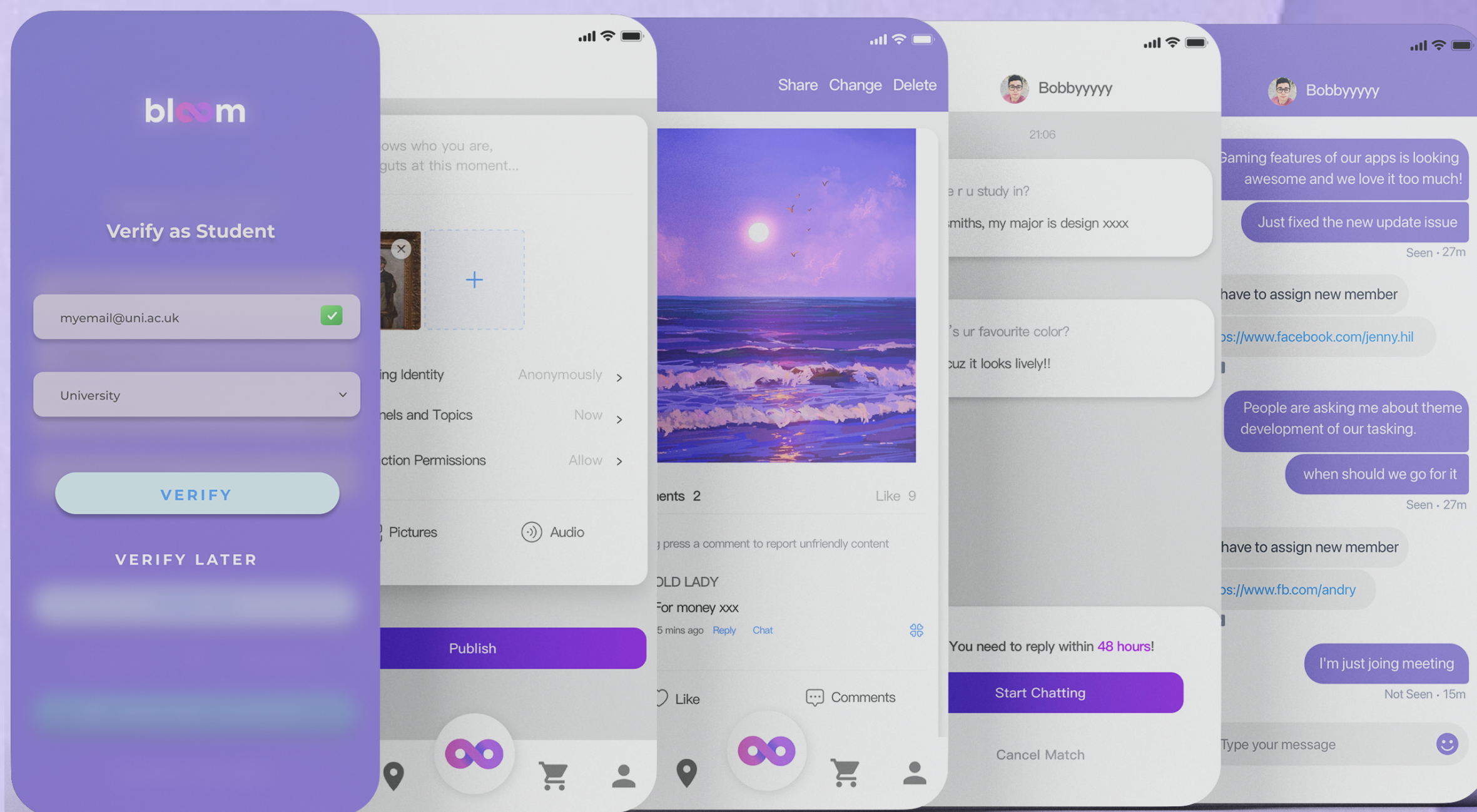


**Diagram**

## Research Methodology and Results

The main research methods used for this project were: questionnaire research, interviews, competitor analysis, and feasibility testing.

- Questionnaire: Through market research, I discovered the need for anonymous social networking among university students, so I designed a questionnaire to randomly interview some university students about their worries and stress at school and whether they accept anonymous social networking.
- Interviews: I selected five university students with a strong preference for anonymity and interviewed them about their expectations and suggestions for this feature.
- Competitor analysis: I found that anonymous social products have a short lifespan and are associated with privacy risks. To find out why I carried out competitor analysis and came up with the idea to start socializing with content.
- Feasibility testing: After completing the flow chart and low-fidelity prototype diagrams, I selected five volunteers to conduct a feasibility test to test the page's flow and make improvements.

## Conclusions & Future Work

The main output is high fidelity pages based on the existing app pages of Bloom. The future work is to recruit volunteers to conduct usability testing to confirm that they find the feature valuable and smooth to use and modify the output to The Tree hole feature is now available in version 2.0.