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Introduction

“Facebook Influencers Toolkit" is a Windows oriented, local Facebook application which was implemented by Alex Girshfeld and Tal Goldstein as part of Design Patterns course at IDC.

The application allows its users to enjoy both basic Facebook experience alongside a dashboard for the user to understand and analyse the influence of his “posts” and content.

Basic Facebook features provided by the application:

1. Watch your posts - The users can preview their posts and content in each post, which appear as text in the preview box. (the post you select to preview is the one that the influence preservation \ expansion grades will be calculated to)

2.Watch your albums - The user can preview his albums.

3.Watch your friends - The user can watch his friends list.

4.The user can tell the application to keep him logged in, so no need for a new sign in every time the user opens the application.

5.In addition, the user can also save the application window size, which will open the same size next time he uses it.

Note: The application saves these settings under "C:\Users\Public" directory.

Influence features:

• "Who likes me the most?" - The feature provides the user with the capability of analysing who is the friend that gives him the largest amount of “Likes” out of his followers - note that the user does not have to be in his friends list.  
The feature will return a sorted list of tuples which contains the user and the amount of “Likes” that user performed for every post the requesting user made. This will appear in a text box, allowing the requester to see who are the users who like him the most and give him the largest amount of “Likes” out of his followers.

• "Influence Preservation Grade per Post" (IPG) - This feature allows the analysing user to choose a post out of any post he ever posted on Facebook, once chosen, the feature will analyse if the post helped the user to maintain his “fan base” by looking if, and how many of, his usual followers gave this specific post a “Like”.   
The feature returns a decimal grade, ranges between 0 and 100 (where 100 stands for 100% influence preservation) that represents the effectiveness of a specific post on his followers. The more his followers continued to like his content and gave it a “Like”, the more this post helped the requester to preserve his online influence and “fan base”.  
The feature returns a decimal number as a result.

• "Influence Expansion Grade per Post" (IEG) - The feature is designed to help the analysing user to expand his “fan base” and get a larger amount of “Likes” for his content.  
The feature is similar to our IPG feature, but is used for expanding online influence rather than maintaining one.   
The feature allows the analysing user to choose a post out of any post he ever posted on Facebook, and once chosen to be analysed, the algorithm will check and see what percentage out of his followers who gave this post a “Like” are not part of his usual “fan base” and marked lower, in terms of Likes.   
The more people who usually do not like his content, the higher the grade will be, as this post contributed more to the expansion of his “fan base”.  
The feature returns a decimal number, ranges between 0 and 100, where 100 stands for 100% expansion, meaning all of the users who gave this post a “Like” are new followers, hence, the online influence of the analyser grew with this post.  
By analysing which posts get a higher grade and attract new followers, the analysing user will be able to post more relevant content and expand his constant “fan base”, and become more influential online.

Sequence Diagram of "Who likes me most?"

Sequence Diagram of "Who likes me most?"

Sequence Diagram of "Influence preservation grade per post?"

Class diagram