

## **Defining Your Product – Company Blog**

### **System Architecture:**

For developing the company blog post app website, we will be using the MERN (MongoDB, Express, React, Node) web stack. This stack is widely used and has a large community, which makes it easy to find resources and troubleshoot issues.

We will be deploying the application on Vercel, which provides an easy-to-use platform for deployment. Vercel provides a fast and reliable hosting service that is suitable for small to medium-sized web applications.

### **Frontend:**

For the frontend of the app, we will be using CRA (create react app). We chose CRA because it provides a solid foundation for building a React app and simplifies the development process by configuring the project with best practices and optimized build settings.

For styling the app, we will be using CSS modules, which is a popular styling solution for React applications. CSS modules make it easy to create reusable styles, and they provide local scoping by generating unique class names for each component.

### **Application Functionality:**

The company blog post app website will have a login and registration page, which will allow users to sign up and access the application. Upon successful login, users will be able to see the blog posts that the company admin has created. If the user is an admin, they will be able to create, edit and delete posts.

The users will also be allowed to sign in using Google or Facebook, making the process more accessible and user-friendly.

The application's target audience is individuals who are interested in reading the company's blog posts. The users will benefit from being able to access the latest blog posts from the company with ease, as well as being able to read and comment on them.

The software that currently does something similar to what we are planning is WordPress, Medium, and Ghost. However, our app will be different in that it will provide a more personalized experience with the ability to sign in using Google or Facebook. Additionally,

our app will focus on the user experience and will provide a simple, easy-to-use interface for reading and interacting with blog posts.

### **Functional Requirements:**

User authentication: The website should have a registration and login page where users can sign up, log in, and log out of the website.

Display blog posts: After successful login, the website should display all the blog posts that the company admin has posted.

Add, Edit and Delete Posts: If the user logging in is an admin, they should be able to create new blog posts, edit existing ones, and delete them if necessary.

Social Media Login: Users should be able to sign in using their Google or Facebook accounts.

### **Non-Functional Requirements:**

User-Friendly: The website should be easy to navigate and use, with clear instructions on how to perform various tasks.

Performance: The website should be fast and responsive to ensure that users don't face any delays or frustration.

Security: The website should provide a secure environment to protect user data, and ensure that only authorized users can access the website.

Compatibility: The website should be compatible with different devices and browsers, so that users can access it from their preferred device.

Accessibility: The website should be accessible to users with disabilities, and follow accessibility guidelines to ensure that everyone can use it.

### **Wireframe:**

Please find wireframe in attached document.

### **User Stories:**

User named Chirag wants to log in to the website to see the companies posts.

User named Shreya wants to see all the blog posts that the company admin has posted, after logging in.

Admin user named Aarav wants to create new blog posts so that they can share new content with users.

Admin user named Aarav wants to edit existing blog posts so that they can update them as necessary.

Admin user named Aarav wants to delete blog posts if they are no longer relevant.

User named Rhea wants to sign in using their Google or Facebook account so that they don't have to remember another password.

### **Stand Out from Competitors:**

User Experience: We will focus on providing a seamless user experience by ensuring that the website is easy to navigate and that blog posts are presented in a clear and concise manner.

Collaboration: We will provide users with the ability to share blog posts on social media platforms, allowing for increased engagement and reach.

Customization: We will offer users the ability to customize their reading experience by providing adjustable font sizes, color themes, and layouts to suit individual preferences.

**Integration:** We will integrate with popular email marketing services, such as Mailchimp or Constant Contact, to enable the company to build a mailing list of interested readers, and send newsletters with the latest blog posts.

**Mobile Optimization:** We will ensure that the website is optimized for mobile devices, with responsive design that automatically adjusts to the screen size of the user's device, making it easy for them to read and interact with the blog posts on-the-go.

**SEO Optimization:** We will implement search engine optimization (SEO) techniques to ensure that the website appears at the top of search engine results, making it easy for users to find and access the company's blog posts.

**Interactive Content:** We will create interactive content, such as quizzes or polls, to increase engagement and provide users with a fun and unique experience.

**Social Proof:** We will showcase user reviews and testimonials on the website to provide social proof, and increase trust and credibility among potential readers.

**Video Content:** We will incorporate video content, such as vlogs or interviews, to diversify the type of content offered on the website and keep users engaged.

**Personalization:** We will use user data and analytics to personalize the reading experience, by recommending similar blog posts, or providing personalized content based on user interests or reading history.