

LinkUp

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Task 1

Introduction

LinkUp is a social media platform designed for anyone to share experiences, discuss topics of interest, and connect with like-minded individuals. The platform offers a place for people to create posts, use tags to find them easier, comment and like posts. It aims to create a safe and engaging environment where users can express their thoughts, share information, and build communities around shared interests.

Target Audience

To get a grasp on who the target audience is, apart from being avid social media users, a survey was conducted on anonymous people to see what their occupation, social media usage, interests, and motivations for using social media are.

Survey Responses

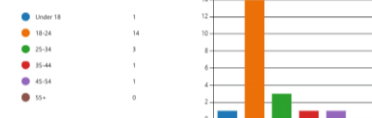
LinkUp Social Media Website

20 Responses

37:42 Average time to complete

Active Status

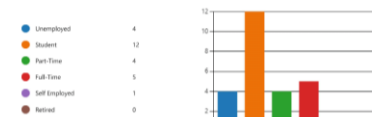
1. How old are you? (0 point)



2. What is your gender? (0 point)



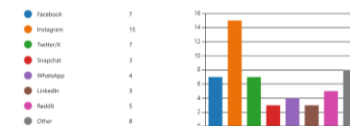
3. What is your occupation? (0 point)



4. How often do you use social media? (0 point)



5. Which social media website do you use most frequently? (0 point)



6. If you answered "Other" in the previous question, please state your website below (0 point)

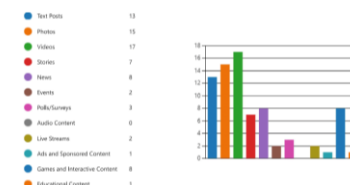
8 Responses

Latest Responses
"mastodon; lemmys; alternative front-ends for the walled garden listed above"

6 respondents (75%) answered **Discord** for this question.

mastodon
walled garden
lemmys
Discord
Discord And Tiktok
alternative front-ends
YouTube

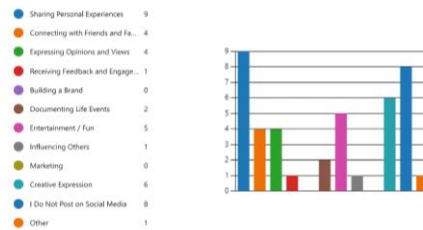
7. What type of content do you typically engage with? (0 point)



8. What features do you find most important in a social media platform? (0 point)



9. What motivates you to post content on social media? (0 point)

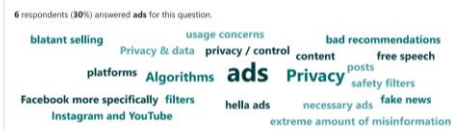


10. If you answered "Other" in the previous question, please state your answer below (0 point)

1 Responses Latest Responses
"lurk, unless the audience ought to know something (annually, or less frequently)"

11. What frustrations do you have with current social media platforms? (0 point)

20 Responses Latest Responses
"there aren't enough filters and i worry about what younger viewers are able to see"
"javascript (is someone else running a program and is not a web page in-and-of-itself)"
"privacy"



12. What features on social media platforms stick out to you? (0 point)

20 Responses Latest Responses
"sharing feature that allows me to share content from one app to another"
"correct / idealized use of CSS when rendering web pages; ease of discovery and navigation"
"gaining information"



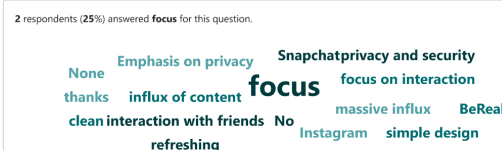
13. Are there any specific features or functionalities you would like to see in a new social media platform? (0 point)

20 Responses Latest Responses
"n/a"
"n/a"
"n/a"



14. Any additional comments or suggestions? (0 point)

8 Responses Latest Responses
"n/a"



The user feedback for the platform can be summarized as follows:

Navigation and Usability:

Most survey responders emphasized the importance of easy navigation and a user-friendly interface, noting that effective navigation is crucial for a platform to be efficiently used.

Content Engagement:

Survey responders indicated a preference for engaging with various types of content, including text posts, photos, videos, stories, and interactive elements like polls and live streams. They also valued features such as posting, commenting, liking, and messaging.

Visual Appeal and Design Clarity:

Users expressed a want for a clean, simple, and visually appealing design with clear and understandable elements.

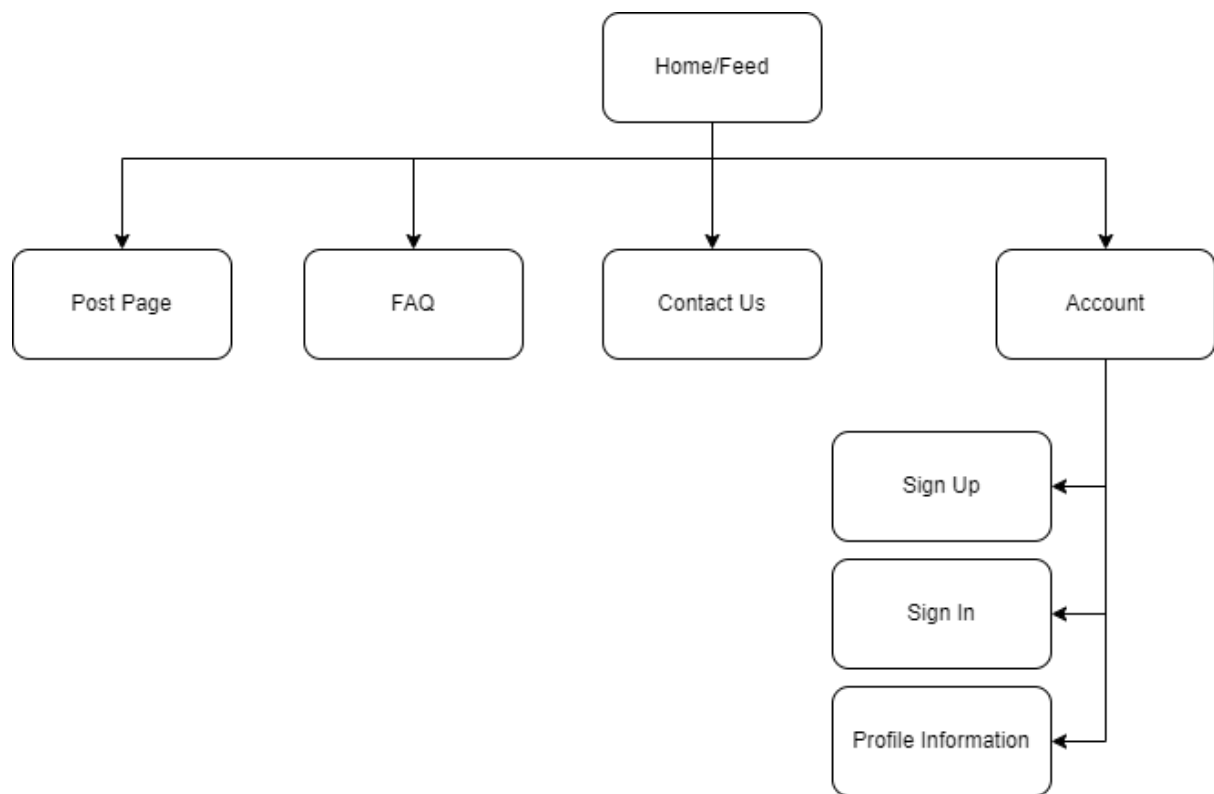
Registration and Login Processes:

Survey responses highlighted the want for an easy and intuitive registration and login process, with clear instructions and easy form validation.

Common Frustrations with Current Platforms:

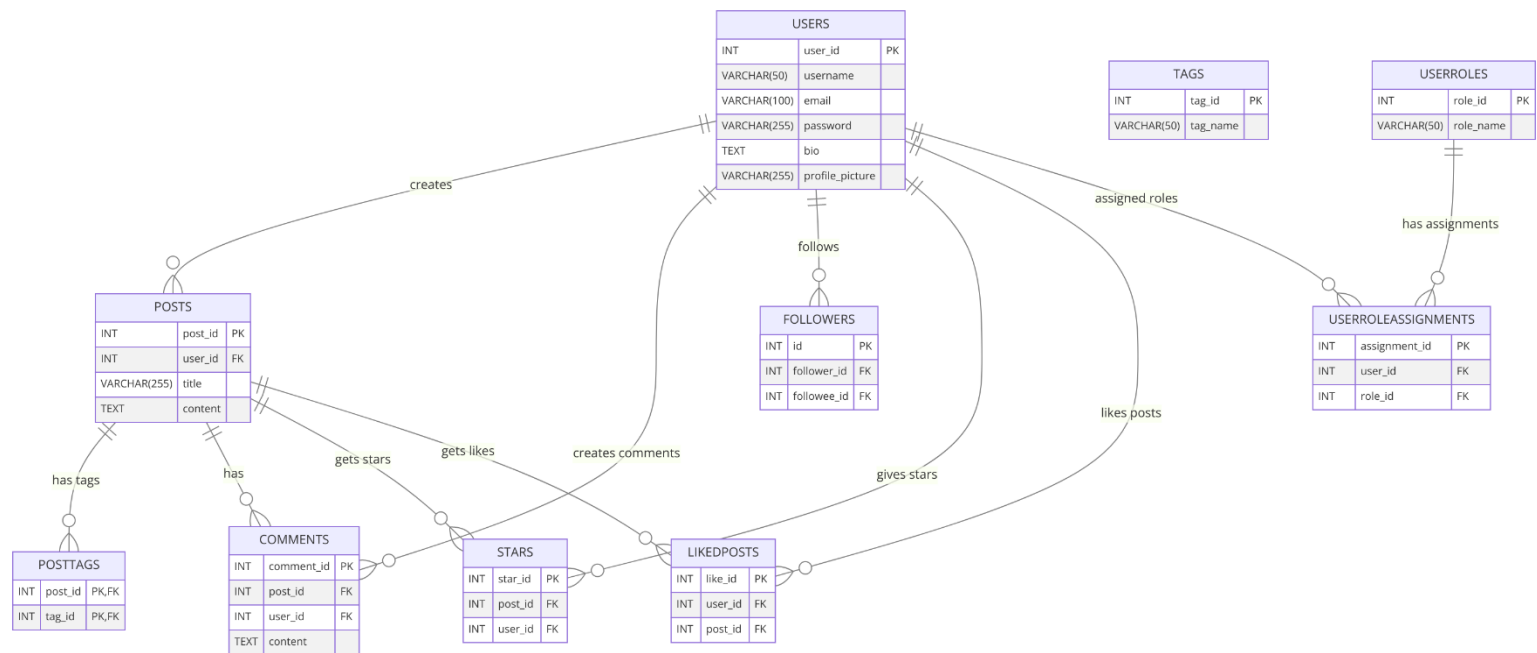
Survey responders identified issues such as a lot of ads, complex navigation, and a lack of meaningful engagement on existing platforms.

Sitemap



The sitemap shows the hierarchical structure of the LinkUp website, beginning with the Home/Feed page as the primary entry point. From the Home/Feed, users can navigate to four main sections: the Post Page, FAQ, Contact Us, and Account. The Post Page allows users to view or create posts, while the FAQ provides answers to common questions, and the Contact Us page offers a way to reach out to the support team. The Account section is further divided into subpages for Sign Up, Sign In, and Profile Information, facilitating user account management. This layout ensures intuitive navigation and easy access to key functionalities within the application.

UML Diagram



This diagram shows a well-structured database for a social media platform with users, posts, tags, comments, likes, followers, and role assignments. The relationships are clearly indicated, making it easier to understand how different entities interact with each other.

IPO Charts

Function	Input	Process	Output
Sign Up	User details (username, email, password, profile picture, bio)	Validate input data, check for existing user, store user details in the database	Confirmation message, user account created
Sign In	Email, password	Validate credentials, check against database records	User session created, redirect to Home/Feed
Create Post	Post title, content, tags	Validate input data, store post details in the database, associate tags with post	Post created and displayed in Home/Feed
Add Comment	Comment content, post ID, user ID	Validate input data, store comment in the database associated with the post	Comment displayed under the post
Star Post	User ID, post ID	Validate input data, store like in the	Like count incremented, like displayed on post

		database, update post like count	
Follow User	Follower ID, followee ID	Validate input data, store follow relationship in the database	User added to follower list, follower count incremented
View Profile	User ID	Retrieve user details from the database	Display user profile information
Admin Manage Posts	Post details, admin actions	Validate admin credentials, update or delete posts in the database	Posts updated or deleted