



### Summary:

Qord is a communication app exclusively for couples (Only two users), which can help them to communicate efficiently and have long lasting relationships.

#### 1. Social Media Executive

Responsibilities:

- Writing concise, compelling single-line copy for social media campaigns.
- Collaborating with the design team to find the right visuals complementing the written word
- Conducting necessary research & analysis on required topics
- Leveraging current concepts and social media trends to ideate strategies for marketing

Please find below the information about the target audience:

- Age group - 17 to 27
- Relationship Status - Committed but not married
- Live in - metropolitan cities

The idea behind these tasks is to understand your thought process and execution.

#### Task 1:

Look at the following image and write a relevant caption for an instagram post. (*Don't forget to add relevant hashtags*)



### Task 2:

You have to write a catchy post for our product - 'Qord' for specific events listed below:

1. Holi - Festival of colours
2. Fool's Day - 1st April
3. Viral/Trending on the internet
  - a. #pawry ho rahi hai
  - b. Shweta's viral zoom call audio

*You have to think about how you can use these trending lines and create an instagram post, while keeping the essence of our product and target audience in the focus*

*Note: The importance will be given to the 'copy' and not the design.*

*Please find below some references:*



### Task 3:

The application will be used by young people in relationships. Based on your understanding of the product and target audience, create three memes that can be published on instagram.

## 2. Graphic Designer

### Job Description:

Responsibilities:

- Designing social media posts
- Delivering 5 posts per week
- Participate in strategic brainstorming, campaign development, creative brief development, and creative execution of campaigns
- Interact with project teams to understand business objectives and audience demographics

### Task 1:

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*You have to think about how you can use these trending lines and create an instagram post, while keeping the essence of our product and target audience in the focus*

### Task 2:

The application will be used by young people in relationships. Based on your understanding of the product and target audience, create three memes that can be published on instagram.

## 3. Mobile Application Developer

### Job Description:

Responsibilities:

- Writing performant, readable and scalable flutter code.
- Implementing communication interfaces using REST and graphql.
- Maintaining a robust and clean component architecture of the application.
- Implementing secure practices to handle offline data on devices.

### Task 1: WhatsApp clone (UI)

- Design OTP based authentication for the users. You can use Firebase Phone auth. Authenticated user information should be stored in the database of your choice.
- All the API communications should be written in GraphQL.
- Design the WhatsApp Home page in Flutter with three tabs for chat, status and calls
- On clicking any of the conversations from the chat list, the user should be directed to a new screen - chat screen.
- The chat should be implemented over GraphQL's Subscription..

- If a message is sent, it should be reflected in real time for the other person,
- The list of data for calls and statuses can be dummy.
- Plus points if the entire app is built over the MVVM architecture using provider package.
- The focus of the task is to ensure accurate replication of the design of the original app and your hold on the GraphQL concepts.
- The entire code should be planned and segregated in proper components.