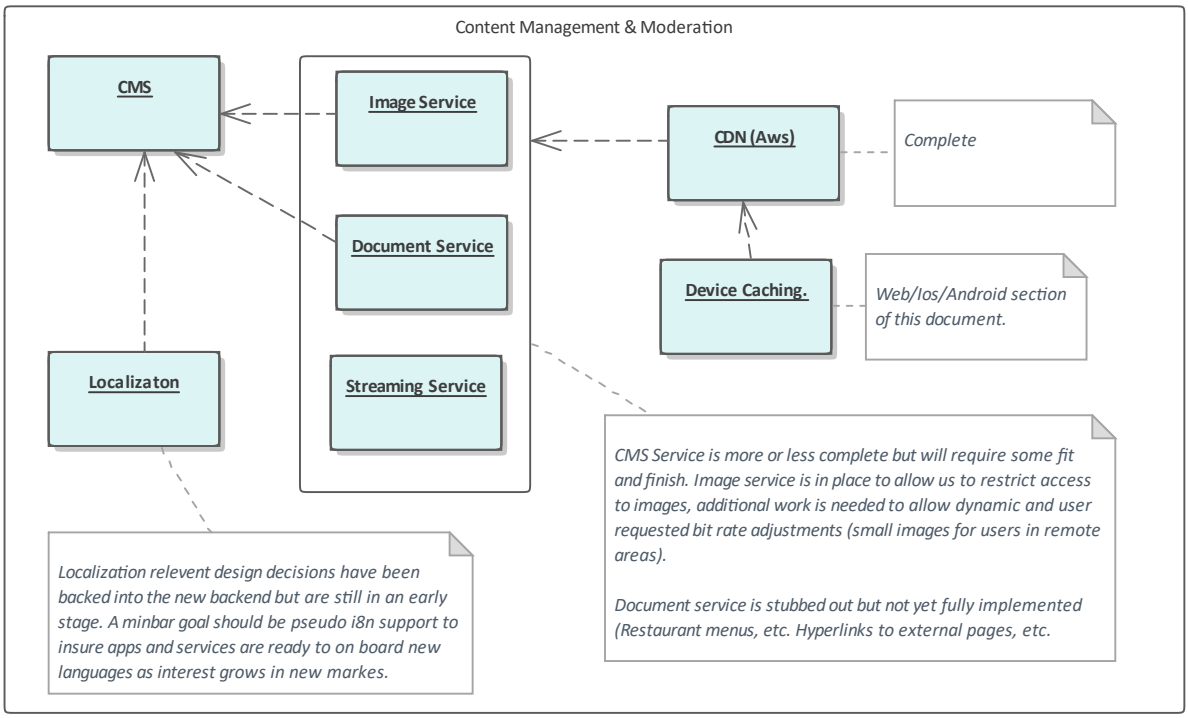
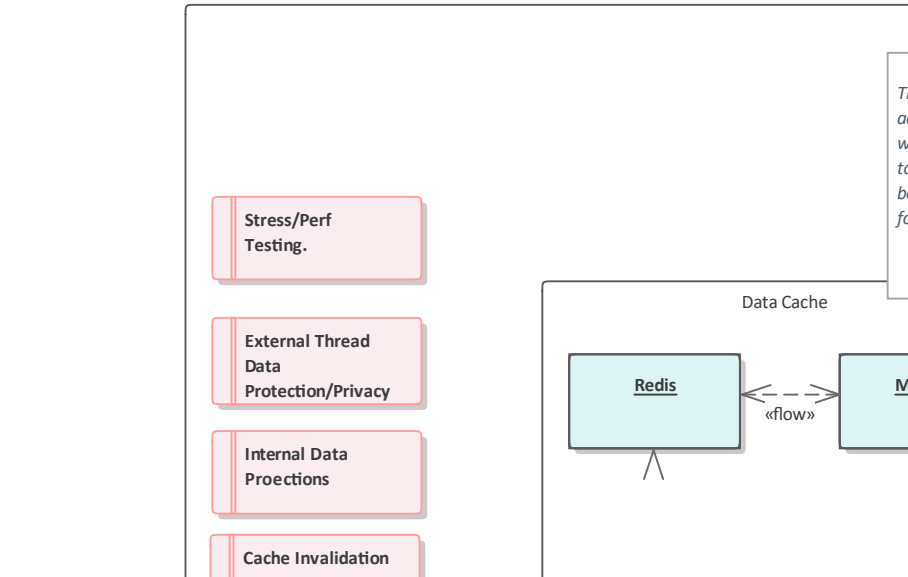

Content Management & Moderation
CMS
Image Service
CDN (Aws)
Complete
Document Service
Device Caching.
Web/Ios/Android section of this document.
Localizaton
Streaming Service
CMS Service is more or less complete but will require some fit and finish. Image service is in place to allow us to restrict access to images, additional work is needed to allow dynamic and user requested bit rate adjustments (small images for users in remote areas).
Document service is stubbed out but not yet fully implemented (Restaurant menus, etc. Hyperlinks to external pages, etc.
Localization relevent design decisions have been backed into the new backend but are still in an early stage. A minbar goal should be pseudo i8n support to insure apps and services are ready to on board new languages as interest grows in new markes.


Stress/Perf Testing.
External Thread Data Protection/Privacy
Internal Data Proections
Cache Invalidation
Data Cache
Redis
«flow»

Security

Administrative

Data Land

OLICY
IENT

Thread Model

CONTINGENCY PLANNING

Regional Regulations and Requirements: GDPR etc.

FICATION/USER
REEMENTS

PII

Innapropriate Content

CH
ANCE

Data Breach

Illegal Content

Access Control

Potential Section 230 changes.

Data Breach Insurance

Machine Learning Auto Flagging

user
regardless

Content Control

Crowd Moderation

Human Moderation

Dynamic Image Quality Support | Adjust bitrate based on internet connectivity.

Feed, Search and Data Layer

he over all backend mostly connects with Mnesia and Redis. Mnrdis
cts are a sort of proxy layer over the database for much quick access,
hile long term persistence is pushed to AWS RDS to avoid the need
configure custom archival steps and to allow less frequent data to
e taken off of the MNesia/Redis layer to avoid a large memory
otprint.

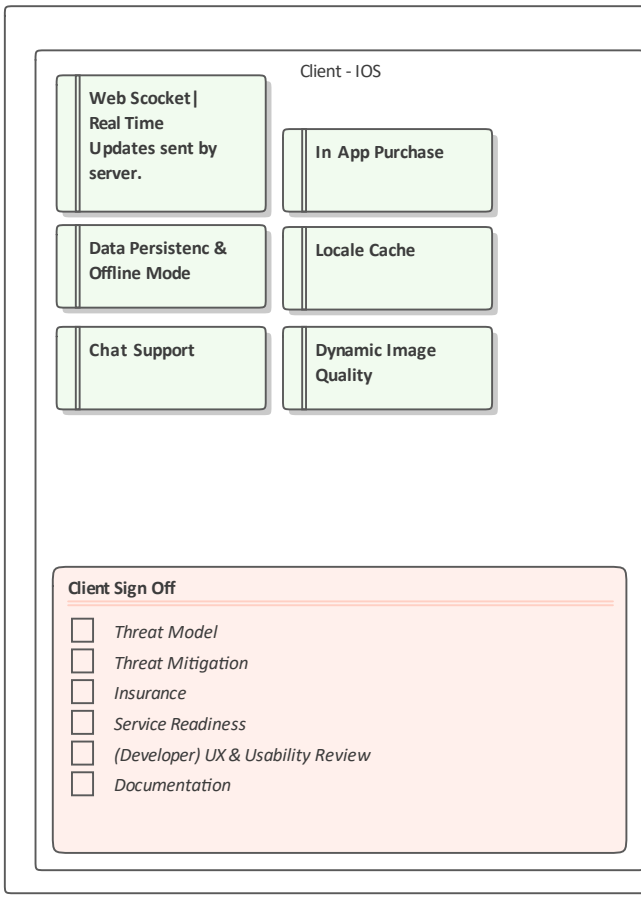
Nesia

General Backend

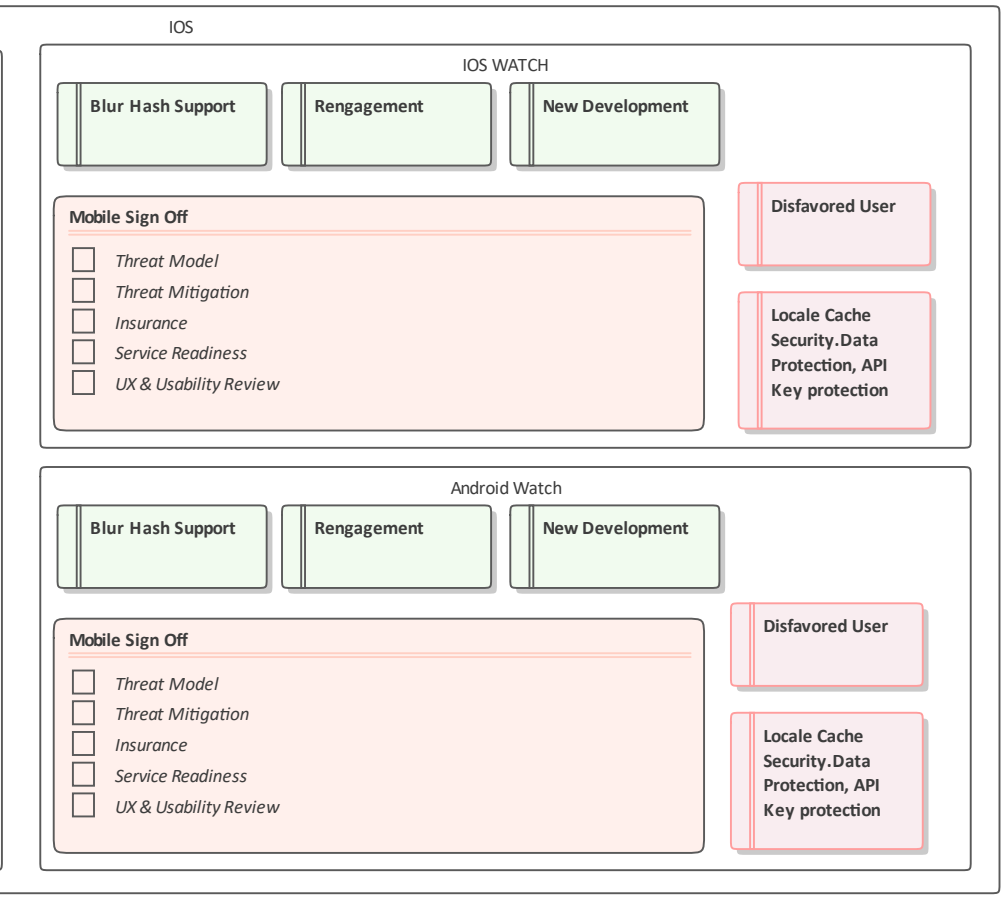
«flow»

«flow»

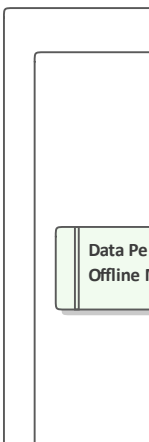
Essentially done.
The solution used makes making any type of content searchable very straight forward. User Posts Image name descriptions, User Bios, etc can be made searchable and indexed with a few lines of code.

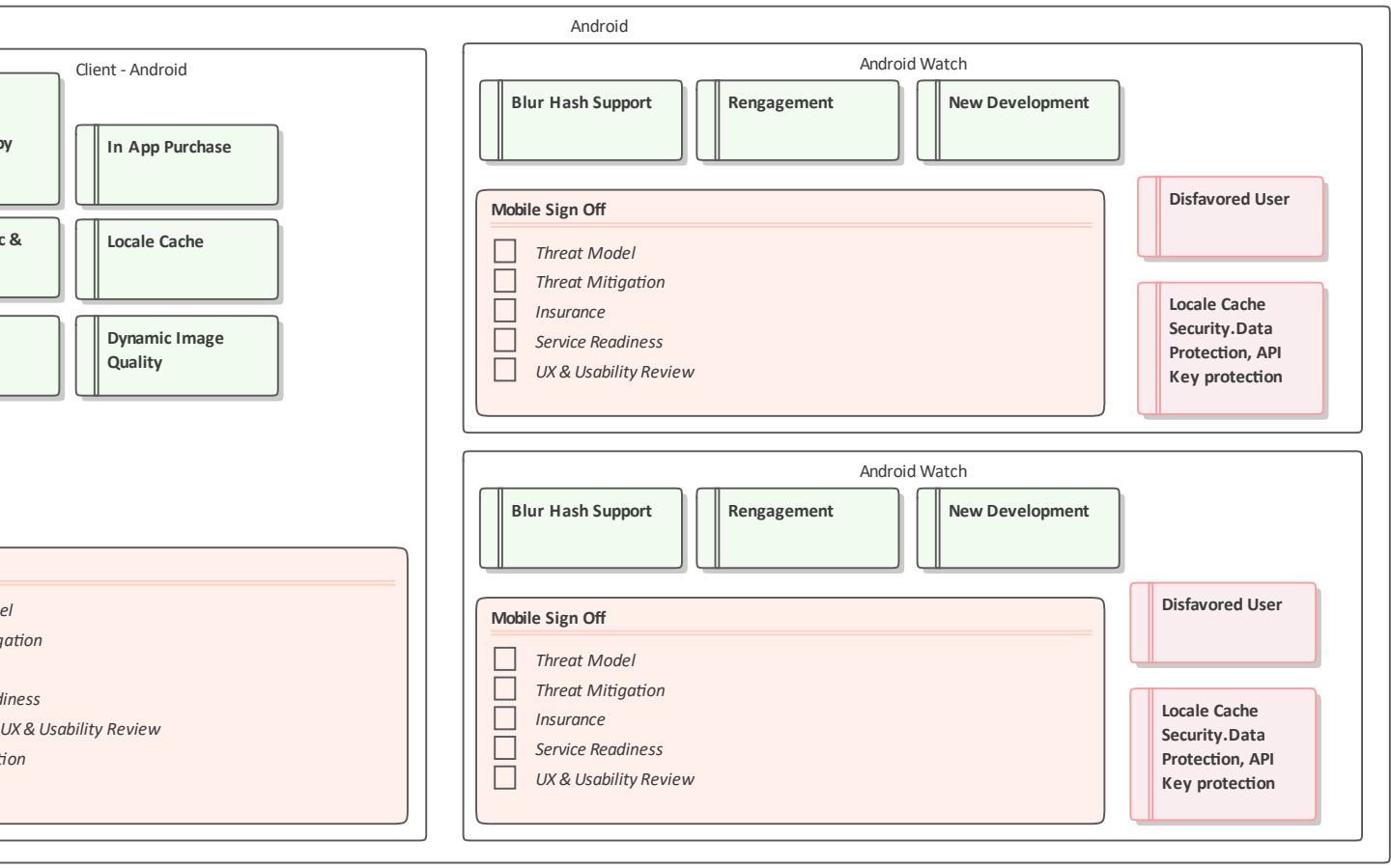

Client - IOS
Web Scocket| Real Time Updates sent by server.
In App Purchase
Data Persistenc & Offline Mode
Locale Cache
Chat Support
Dynamic Image Quality
Client Sign Off
Threat Model
Threat Mitigation
Insurance
Service Readiness
(Developer) UX & Usability Review
Documentation

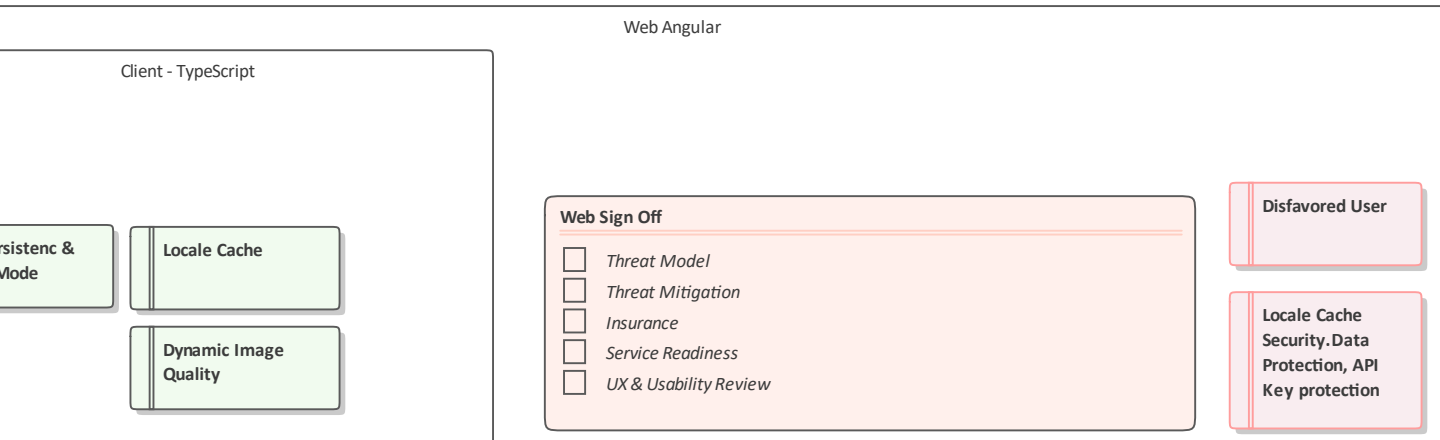
Chat System

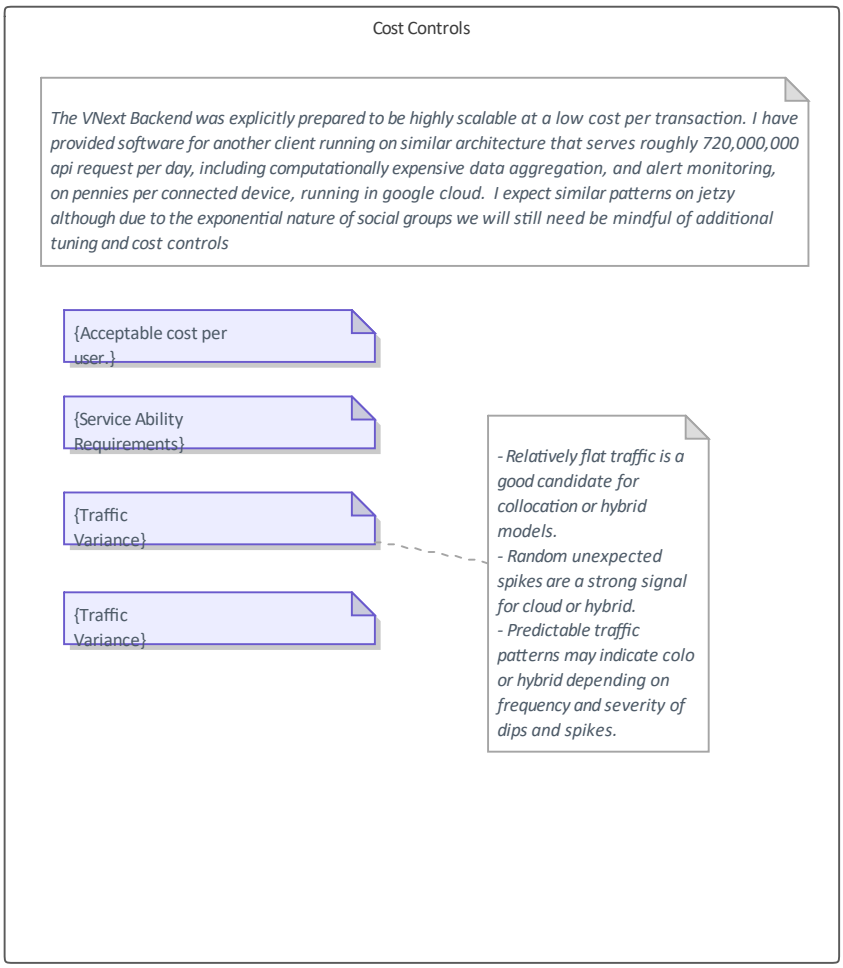

IOS
IOS WATCH
Blur Hash Support
Rengagement
New Development
Mobile Sign Off
Threat Model
Threat Mitigation
Insurance
Service Readiness
UX & Usability Review
Disfavored User
Locale Cache Security.Data Protection, API Key protection
Android Watch
Blur Hash Support
Rengagement
New Development
Mobile Sign Off
Threat Model
Threat Mitigation
Insurance
Service Readiness
UX & Usability Review
Disfavored User
Locale Cache Security.Data Protection, API Key protection

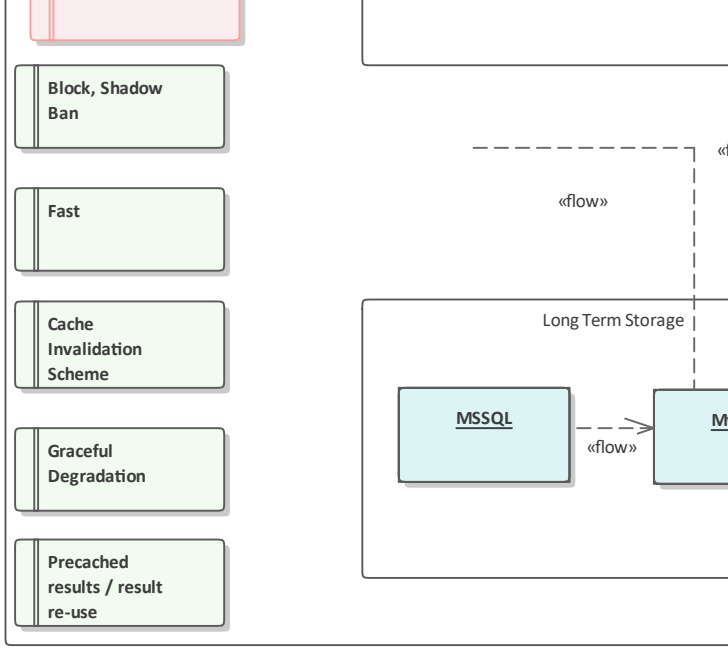
Web Scocket| Real Time Updates sent
server.
Data Persisten
Offline Mode
Chat Support
Client Sign Off
Threat Mod
Threat Miti
Insurance
Service Rea
(Developer)
Documenta

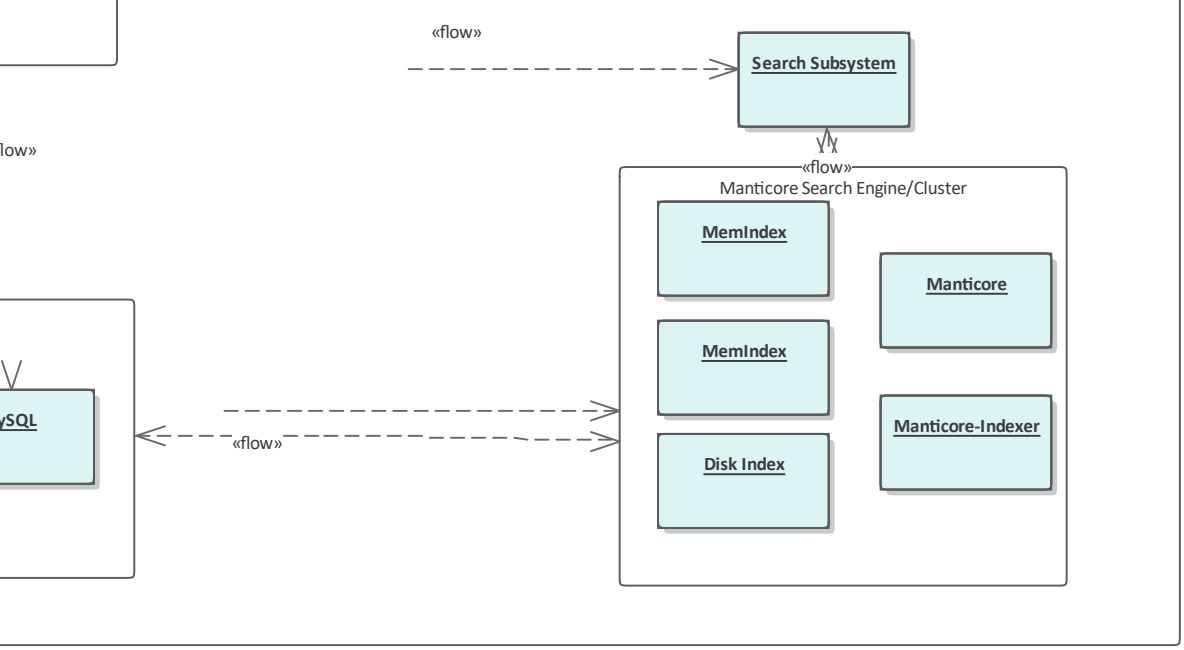

Data Pe
Offline

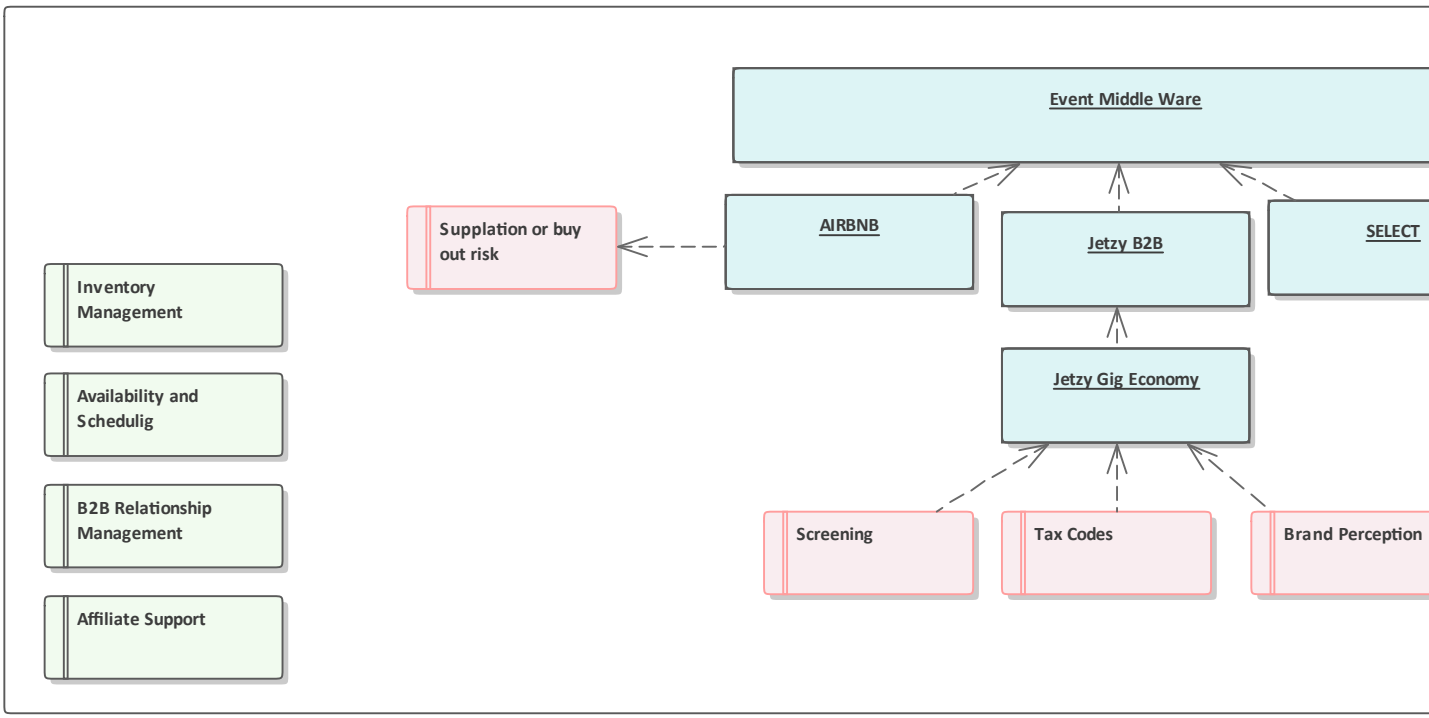

Android
Client - Android
In App Purchase
Locale Cache
Dynamic Image Quality
Android Watch
Blur Hash Support
Rengagement
New Development
Mobile Sign Off
Threat Model
Threat Mitigation
Insurance
Service Readiness
UX & Usability Review
Disfavored User
Locale Cache Security.Data Protection, API Key protection
Android Watch
Blur Hash Support
Rengagement
New Development
Mobile Sign Off
Threat Model
Threat Mitigation
Insurance
Service Readiness
UX & Usability Review
Disfavored User
Locale Cache Security.Data Protection, API Key protection


Web Angular
Client - TypeScript
Locale Cache
Dynamic Image Quality
Web Sign Off
Threat Model
Threat Mitigation
Insurance
Service Readiness
UX & Usability Review
Disfavored User
Locale Cache Security.Data Protection, API Key protection


Cost Controls
The VNext Backend was explicitly prepared to be highly scalable at a low cost per transaction. I have provided software for another client running on similar architecture that serves roughly 720,000,000 api request per day, including computationally expensive data aggregation, and alert monitoring, on pennies per connected device, running in google cloud. I expect similar patterns on jetzy although due to the exponential nature of social groups we will still need be mindful of additional tuning and cost controls
{Acceptable cost per user.}
{Service Ability Requirements}
{Traffic Variance}
{Traffic Variance}
- Relatively flat traffic is a good candidate for collocation or hybrid models.
- Random unexpected spikes are a strong signal for cloud or hybrid.
- Predictable traffic patterns may indicate colo or hybrid depending on frequency and severity of dips and spikes.


Block, Shadow Ban
Fast
Cache Invalidation Scheme
Graceful Degradation
Precached results / result re-use
«flow»
Long Term Storage
MSSQL
«flow»


«flow»
Search Subsystem
«flow»
Manticore Search Engine/Cluster
MemIndex
Manticore
MemIndex
Manticore-Indexer
Disk Index
«flow»


Event Middle Ware
Supplation or buy out risk
AIRBNB
Jetzy B2B
SELECT
Jetzy Gig Economy
Inventory Management
Availability and Schedulig
B2B Relationship Management
Affiliate Support
Screening
Tax Codes
Brand Perception

t System

Data Retention and Legal Requirements (right to be forgotten.)

Standard Data Related Concerns. PII, Data Brach, Content Moderation.

1-on-1 chat with friends

A

Video Chat

Predatorial or Disfavored Users

Vendor and Buyer

A

Social Sharing

SQL Injection

XSS Injection

Group Chat

A

Group Chat

Middle Ware Layer for presenting geo-located adventures and micro destinion/cummunity activites.

This work is critical for monetization.

This Section represents long term work for acting as a broker between affiliates and as and gig workers (cooks who we'll host dinner parties at their homes to experience traditional/regional dishes, tour guides, mountain climbers, Translators, etc.)

Progress in this area is roughly 20% complete on the backend. Basic schema and has been planned out and mechanisms for coordinating. Additional work is needed to final the schema, setup the data layer for connecting with data sources and insuring data remains synchronized.

Additional will be needed for staff admin and affiliate admin pages.

KPI & Data. User S

Conversion - Signup

Premium (Paid) Features

We Chat style Micro Services

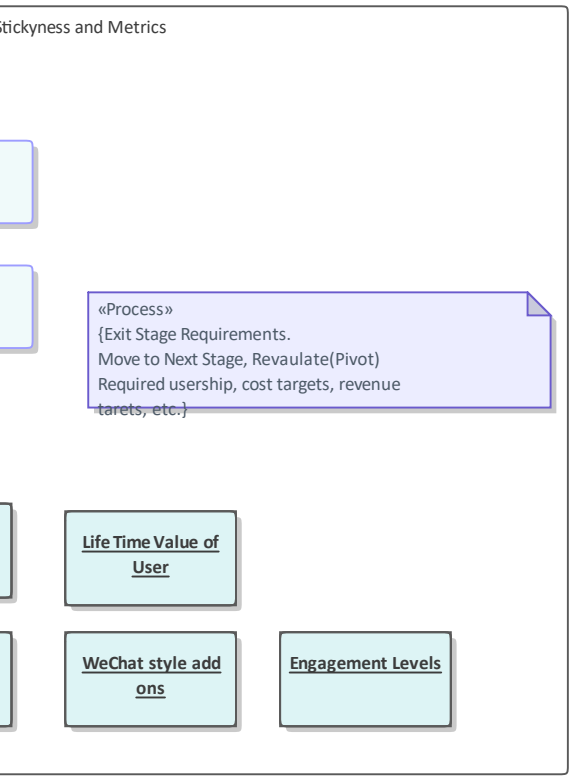
Life Time Value of User

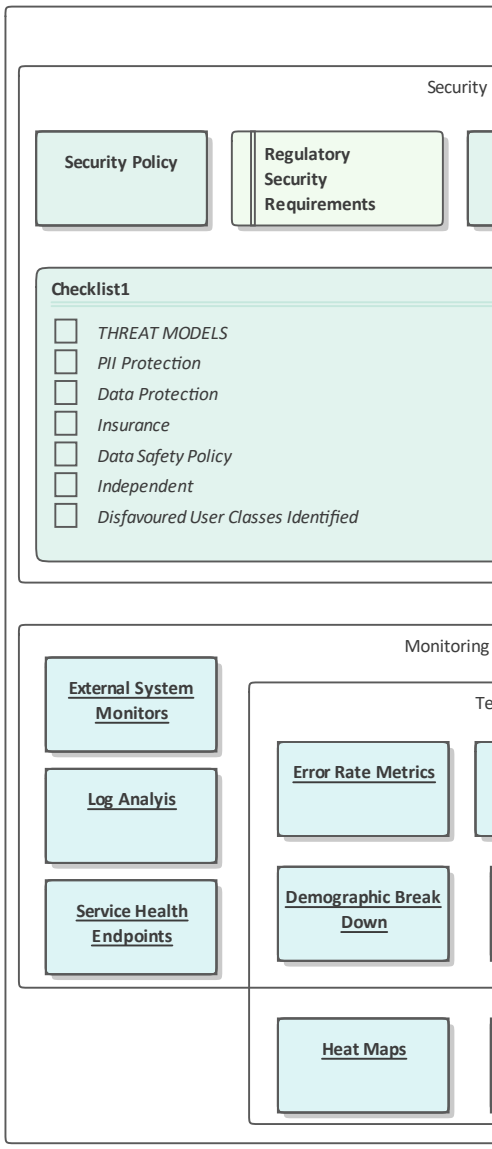
Conversion - Paid Service

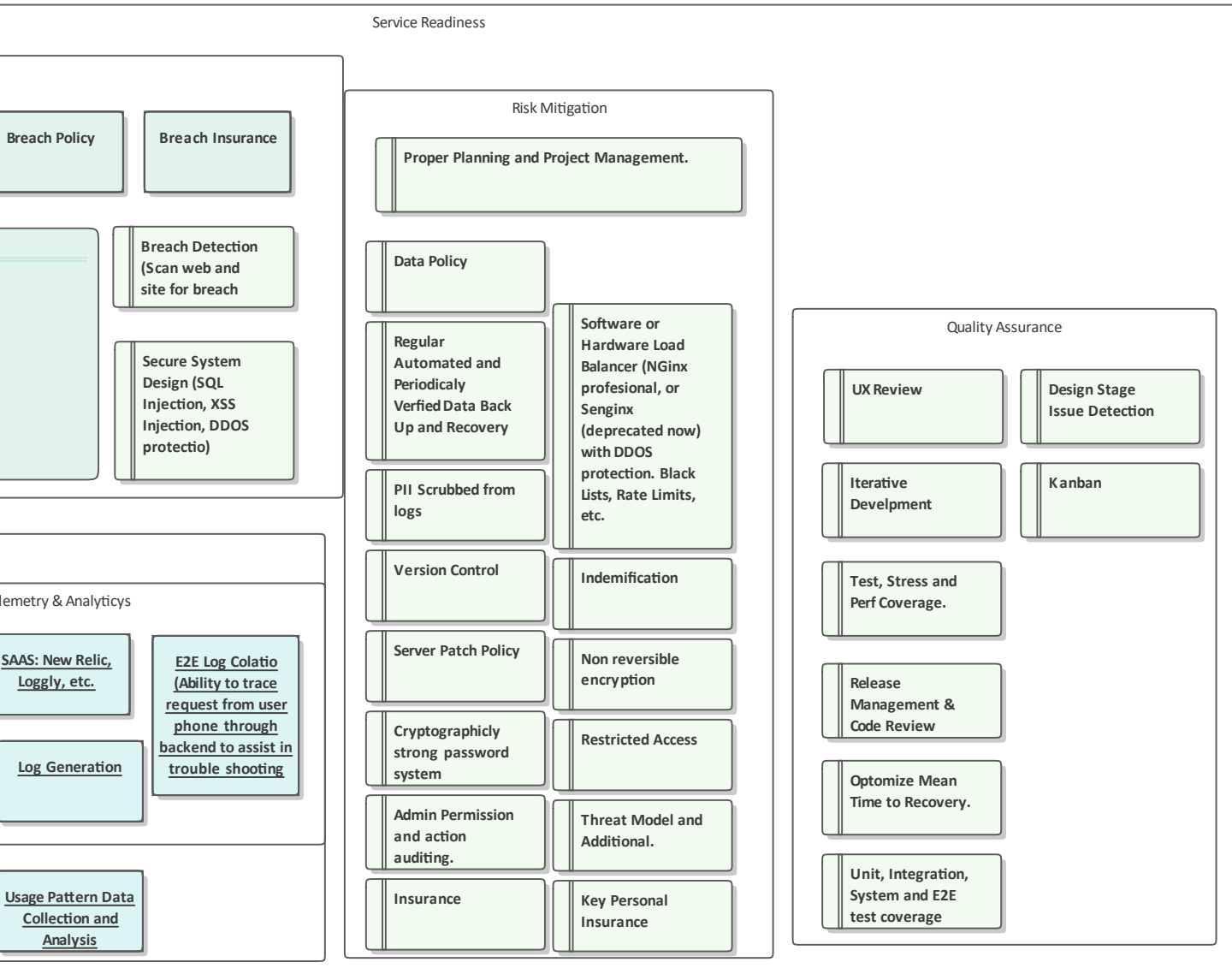
Premium (Paid) Features

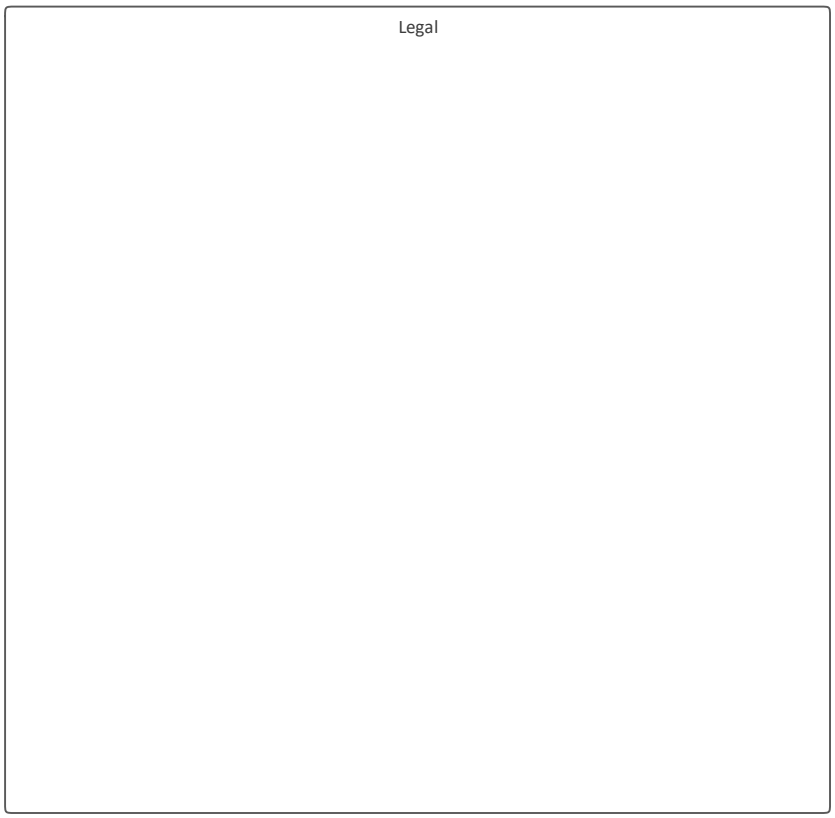
Cost of Acquisition

Re-Engagement


Stickyness and Metrics
«Process»
{Exit Stage Requirements.
Move to Next Stage, Revaulate(Pivot)
Required usership, cost targets, revenue
tarets, etc.}
Life Time Value of User
WeChat style add ons
Engagement Levels


Security
Security Policy
Regulatory Security Requirements
Checklist1
THREAT MODELS
PII Protection
Data Protection
Insurance
Data Safety Policy
Independent
Disfavoured User Classes Identified
Monitoring
External System Monitors
Log Analyis
Service Health Endpoints
Error Rate Metrics
Demographic Break Down
Heat Maps


Service Readiness
Breach Policy
Breach Insurance
Breach Detection (Scan web and site for breach
Secure System Design (SQL Injection, XSS Injection, DDOS protectio)
lemetry & Analyticys
SAAS: New Relic, Loggly, etc.
E2E Log Colatio (Ability to trace request from user phone through backend to assist in trouble shooting
Log Generation
Usage Pattern Data Collection and Analysis
Risk Mitigation
Proper Planning and Project Management.
Data Policy
Regular Automated and Periodicaly Verfied Data Back Up and Recovery
PII Scrubbed from logs
Version Control
Server Patch Policy
Cryptographicly strong password system
Admin Permission and action auditing.
Insurance
Software or Hardware Load Balancer (NGinx profesional, or Senginx (deprecated now) with DDOS protection. Black Lists, Rate Limits, etc.
Indemification
Non reversible encryption
Restricted Access
Threat Model and Additional.
Key Personal Insurance
Quality Assurance
UX Review
Design Stage Issue Detection
Iterative Develpment
Kanban
Test, Stress and Perf Coverage.
Release Management & Code Review
Optomize Mean Time to Recovery.
Unit, Integration, System and E2E test coverage


Legal