Names:

Project Vanilla bean

How to differentiate:

-”trys” system - people can see how many times it took to get the photo

- No editing or filters

- no outside uploads but can export to use with other apps if you want

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Good Ideas:

- so we need to make it a good app

- make it high quality

- ensure that it is really good

- have a good UI

- make it fun to use

- make it so people don't not like it

- tiktok2

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What we can play around with:

* Likes and comments
* meter like and follower system
* Eliminate activity page

Need to poll users

Goals

* Identify issues with other social media apps (Likes, followers, comments, etc)
* Promote the little guy over the bigger accounts. How does tiktok do it?

Version 1 of app

* Should be able to take in app
* send a photo to another user
* Every user has some sort of profile
* Team roles:
  + Kishan -> getting phone to take photo in app
  + John -> sending photo between phones
  + Alex -> (tentative) user profile, login in information

What “rewards”

How to build a user base

Limit follows and maybe be able to gain more people followed/ unlock follows overtime

Unlocking more rewards and customization

Like profile pictures

Least focus on getting verified

An app for no influencers?

Close friends could be unlockable

Trophy case concept ( like clash of clans limited obstacles)

MOMENT

Welcome to the moment

**Research Papers for algorithm design:**

The anatomy of a search engine:

<http://infolab.stanford.edu/pub/papers/google.pdf>

The founders of google explaining how they structure google and ranked search results

Deep Neural Networks for Youtube Recommendations:

<https://static.googleusercontent.com/media/research.google.com/en//pubs/archive/45530.pdf>

Youtube explaining their search algorithm

Recommendation algorithm is based on data from each individual post.

Metadata => information about that post that does not have to do with its content

* How many people enjoy the video, who are these people?
  + How many people are watching the entire post?
  + Are they liking it, disliking it, sharing it?
  + How similar are these people to you?
* Did your friends enjoy this post?
  + Did they like the post?
* Who made the post?
  + Are you following this person?
  + Did you enjoy previous posts from this person?
  + Did you like/dislike previous context from this post?
  + Did people from similar demographics enjoy this post?

Postdata => information about that post that only has to do with its content

F(x) =

**Algorithm Design:**

Demographics (gender, age group, location, interests, etc):

[male female 14-18 18-21 21-25 26-30 NY NJ MA Art Sports Dance ]

User:

[1 0 1 0 0 0 0 1 0 0 1 1 ]

This user is a 15 year old make who lives in New Jersey and is interested in sports and dance related content

Video Score:

[.15 -.5 .75 .3 .25 -.9 .2 .1 0 .05 .5 .6 ]

This is a list of the video’s popularity within each demographic. The User’s demographic array is multiplied, element wise, by the video score array. These values are then added up to find the video’s relevance to this user.

After the user has watched this video:

User enjoyment = -1 if dislike, 1 if like, otherwise , [-.5, .5]

Video Score += user demographic list multiplied by the user’s enjoyment of the video.

“Search for posts”

Similar to google images or for a youtube video

User can tag what it is/ where it is then people search for it and can request a full download.

Do weekly giveaways of “XP”

Live streams on desktop versions of app

**UI Features**

* Can you buy tiers?
* Tier decay to incentivise using the app
* Forcing people on maximize add revenue
* Change the style of photos. Showcase specific photos more prominently on your profile
* Change colors obviously full color wheel available later on
* Comment priority based on what tier?
* Definitely launch on summer month
* Aim for college hs easiest way to do it
* Aim for party schools
* Tier ten unlock display followers?

Potential costs

* servers/ server space
* Publishing cost of google play store
* Publishing cost on Apple app store
* Name trademark
* Logo copyright

700+100+25=825

825