

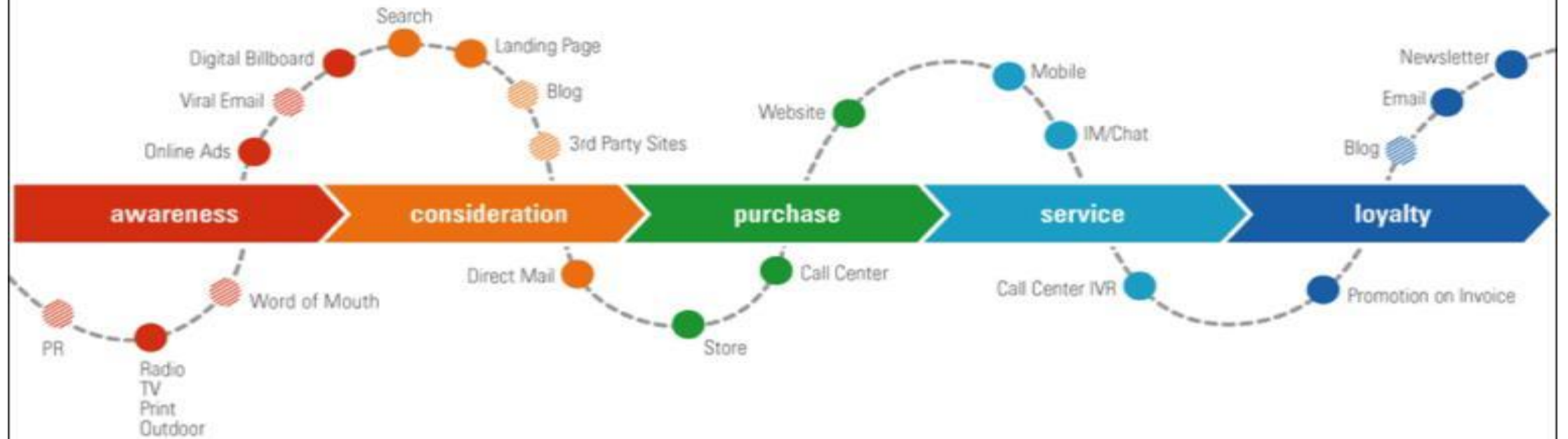
Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

Project Design Phase Part -2

Determine The Requirements (Customer Journey Maps)

- Profile your personas and define their goals. Highlight your target customer personas. List out all touchpoints. Determine the resources you have and the ones you'll need
- **Customer Journey Stages**
- Awareness Stage. In the awareness stage, customers have realized that they have a problem and a pain point to solve for. ...
- Consideration. In the consideration stage, customers have done enough research to realize that they need a product or service. ...
- Decision Stage. ...
- Retention Stage. ...
- Loyalty Stage.

Digital Touchpoints



Physical Touchpoints



Customer journey maps

- **The Benefits and Disadvantages of Customer Journey Mapping**
- Increased Customer Value. ...
- Improved Internal Communications.
- Forces Cross Functional Communication / Reduces Silos.
- Identifies Customer Pain Points That Reduce Customer Loyalty.
- Identifies Cost Reduction Opportunities.
- Enhanced Ability to Anticipate Customer Needs.

Requirement analysis(Functional,Operational,Technical) /Flowcharts

- Functional Requirements Of Social Media
- The functional requirements mainly are the statements of the services that the system should provide, how the system react to inputs, and how the system should behave in some particular situations
- Depending on your operational objectives, you may want to focus on different aspects of social media, such as sentiment, engagement, reach, influence, or conversions
- Social media is a digital technology that facilitates the sharing of text and multimedia through virtual networks and communities. More than 4.7 billion people around the world use social media. In 2022, the number of social media users worldwide grew by 137 million, or about 3%.

Requirements of flowchart

- By breaking down the social media management process into discrete steps, the flowchart can help improve organization and streamline processes, leading to more efficient and effective social media management.

Technical Architecture

- You can also use social media to ask questions, seek advice, and brainstorm solutions with other IT professionals. For example, you can use Twitter to post short updates, links, or images of your technical architecture work, and use hashtags to reach relevant communities and topics.18-Oct-2023

Open source Frameworks

- Open Source Social Network (OSSN) is a social networking software written in PHP
- It allows you to host your own private social networking site and helps your members build social relationships with people who share similar professional or personal interests.



Third Party Api's

- Third party APIs are APIs provided by third parties — generally companies such as Facebook, Twitter, or Google — to allow you to access their functionality via JavaScript and use it on your site. One of the most obvious examples is using mapping APIs to display custom maps on your pages.

3rd Party API



SDK

Cloud Deployment

- Cloud-based social networking platforms like Facebook, Twitter, LinkedIn, and Instagram are built on cloud computing technology. These platforms use cloud computing to store and manage vast amounts of user-generated data. These social networking platforms use cloud computing in various ways.21-Apr-2023
- Ex:Amazon Elastic Compute Cloud (Amazon EC2), AWS (Amazon Web Services), Microsoft Azure, IBM Cloud, Google Cloud, Salesforce Heroku

Cloud deployment

