AITU

SOCIAL NETWORK

RESEARCH
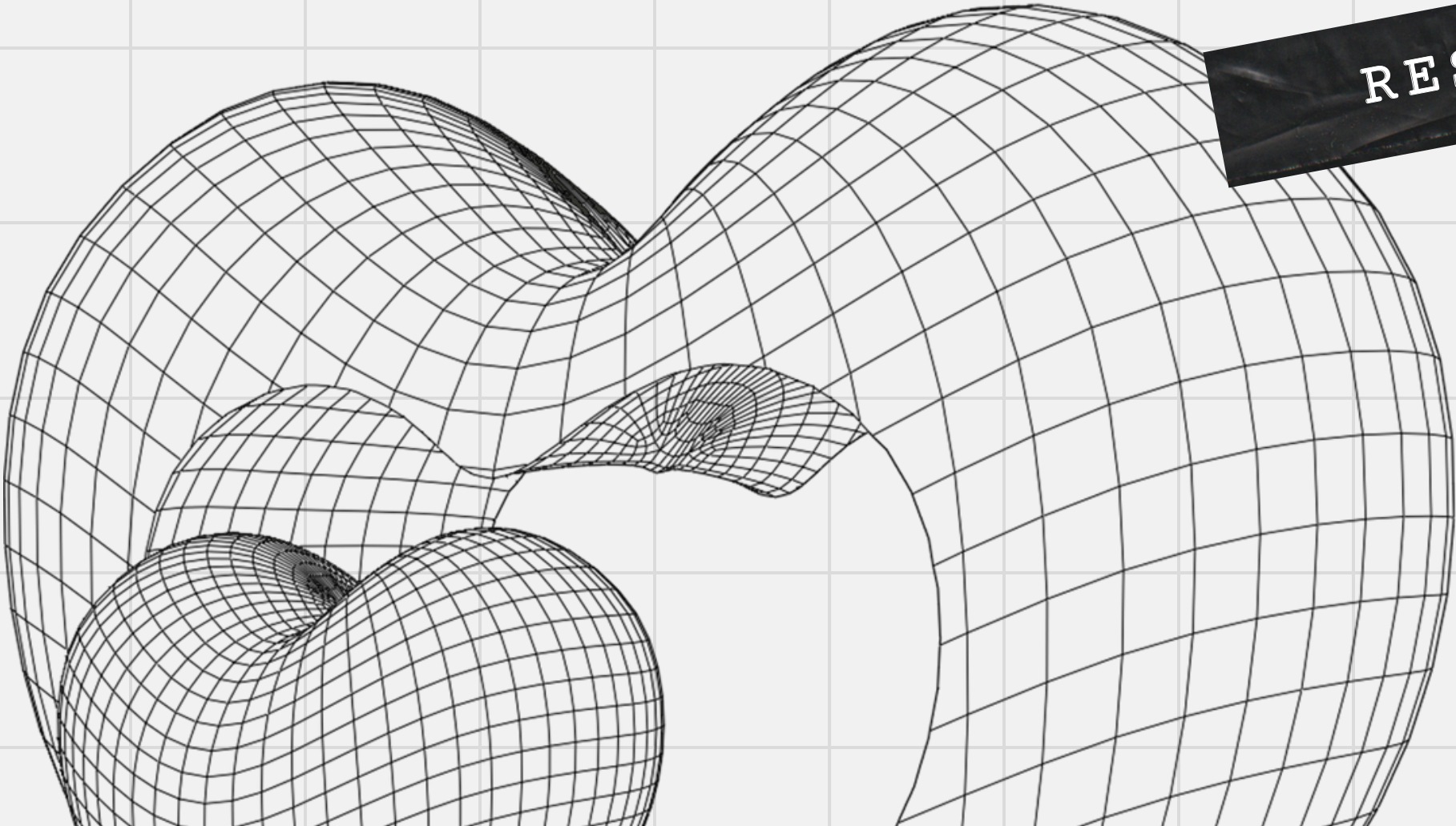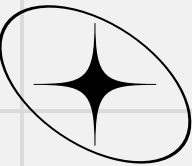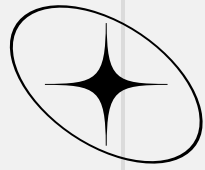
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CONTEXT

Social media plays a key role in modern society by connecting people, sharing information and creating online communities. They greatly simplify communication and exchange of experiences between people in different parts of the world, and are also an important tool for personal and professional networking.
Their uses range from maintaining personal connections to promoting business and shaping public opinion.
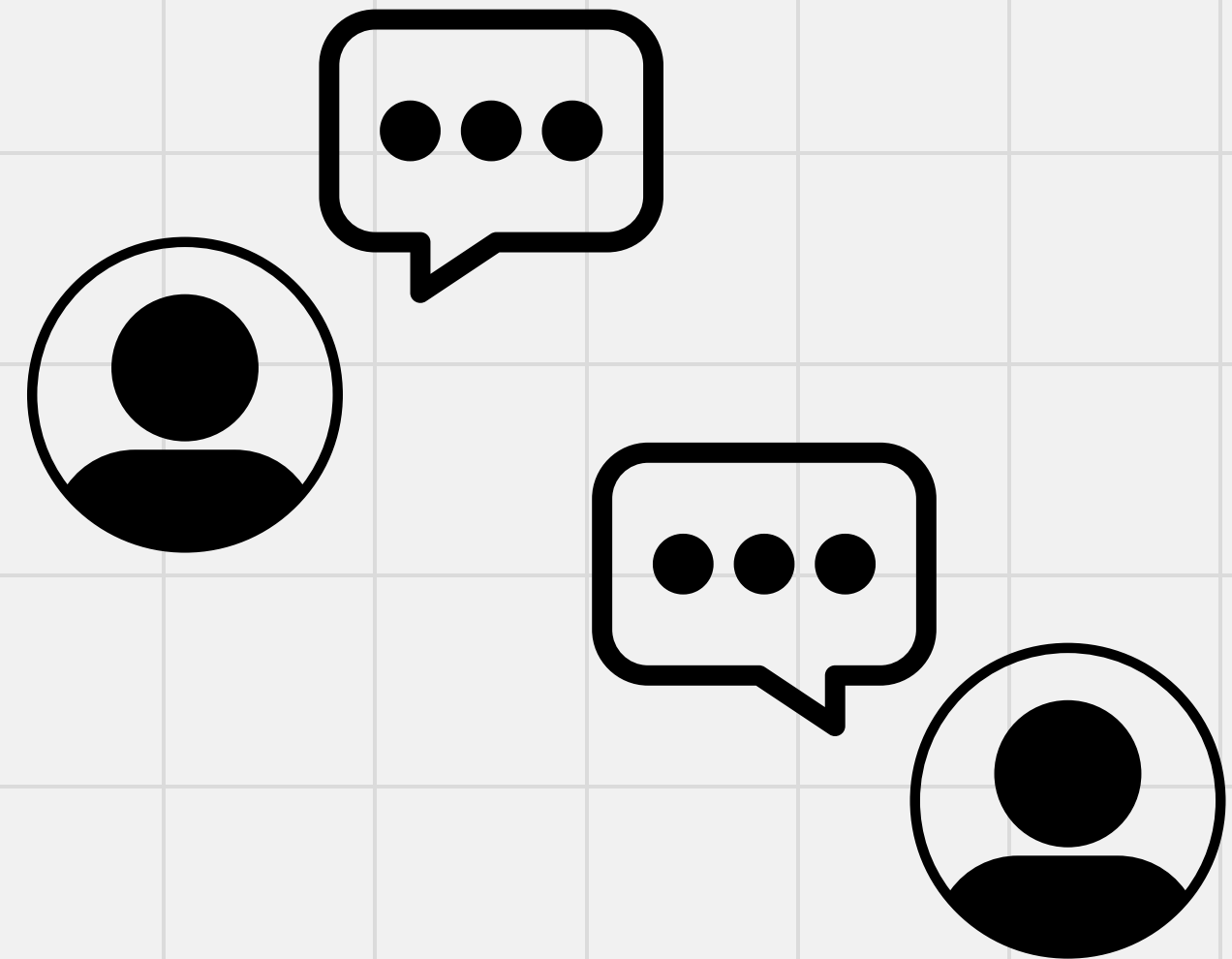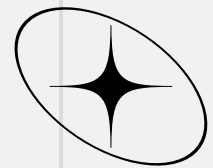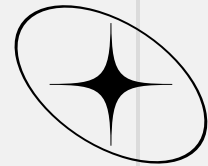
RELEVANCE

In a world where virtual communication is becoming increasingly important, having effective and reliable communication platforms is key. Drawing on the rich history of social media and developed using GoLang technology, our project strives to meet the needs of today's digital society by providing communication, actual news & security.
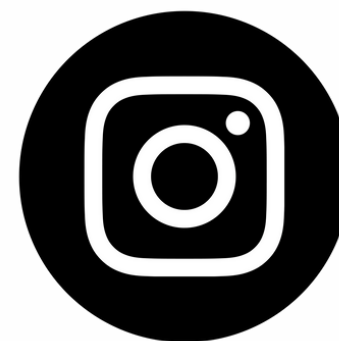
ANALYSIS OF COMPETITORS
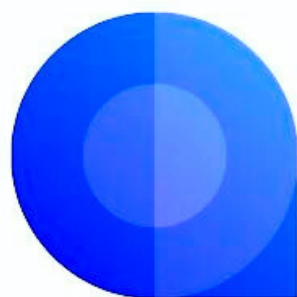
AITU

Advantage:
Modern Design: Aitu's website has a modern and attractive design that is in line with current trends.

 Disadvantage. Unoptimized loading speed: The Aitu website may load slowly, especially on mobile devices. This could be due to too much content on the page, poor image and JavaScript optimization.

INSTAGRAM

Advantage: simple design, comfortable reels system, world users, easy to popularize your business.

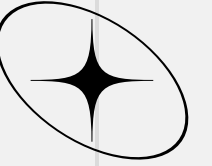**Disadvantage:** you cannot use functions without signing in, not so many functions as in VK.

VKONTAKTE

 Advantage: simple design, comfortable, many music, fast switch on 2nd account, big data of information, for example photos, music, videos and etc.

Disadvantage: you cannot use functions without signing in, there are own reels, tiktok system, but with bad quality.

AGE RANGE

Within the age range of 16 to 25, teenagers and students form a vibrant and dynamic demographic segment. As digital natives, they possess a deep-seated familiarity with social media platforms and are avid consumers of online content.

Our project seeks to capitalize on their tech-savvy nature and social connectivity by providing a tailored platform that caters to their academic, social, and recreational interests.
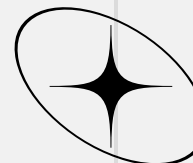
POST

Post function allows user to manage and Create, Read, Update and Delete them.

COMMENT

Includes functions for working with comments, although adding and deleting them can be implemented similarly to CRUD operations for posts

LOGIN/REGISTER

User registration and authentication functionality, including verification, creation of a new user account
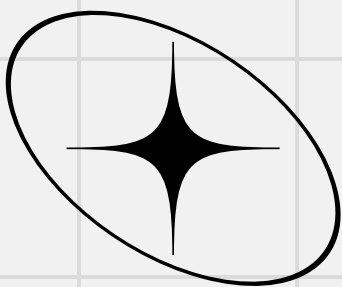
FOLLOW

The UniquePost function allows user to retrieve posts only from those users that the current user is following.

FEATURES

These features provide basic functionality of the social network, including managing posts, comments, subscriptions, user authentication and authorization, and image uploading.

THANK YOU

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