

**Project Name: Professional Social Media**

**Course Number:** CSE 299

**Section:** 01

**Semester:** Summer 2019

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**Repository Link:** <https://github.com/Sifatul22/SU19CSE299S01G06NSU>

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| Project Idea |

In this project, we are going to build a social media platform whose purpose would be to help enhance the user's career and professional life. We will be building a website (and subsequently an app) that would be geared towards people who are trying to build a better online portfolio for their career advancement.

We have noticed that some of the social media platforms like Facebook, messenger, and WhatsApp are being used in the workplace for some specific tasks to some degree. But that process is thoroughly inefficient as those platforms were not made to be used for professional use and in reality, they were made for user's entertainment.

Although there are some social media “ish” website and web apps that are tailor-made for professional and business use, for example, Linkedin and slack. But we believe they also lack in some aspects such as not being a proper social media platform.

That is why we are trying to combine the popular features found in the existing social media websites and apps and implement them on our website so that they can be used for professional use.

By using our website, the users will be able to make a professional profile showcasing their background and accomplishments. Companies will be able to showcase their information and job circulars. The users will be able to find jobs via our website. There will be a way of communicating with other users through a chatting option. There are also some other features that have been described in detail below.

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| Features |

The essential features of our product are the following:

Newsfeed

The user will have his/her personalized newsfeed showing the articles and posts about the topics he/she was interested in and they have seen and liked before.

Chat app

Of course, no social media site is complete without some form of chatting option. On our website, there will be a chatting option where the user can have conversations with each other.

Blogging interface

The companies and corporations can provide articles and posts that showcase their projects, future goals, and ambitions. This will help attract the skilled people of the field they are working in them.

General Profile

The users will be able to build their profile in the format of their CV. So that their profile link can be used as a substitute for their CV. Also, there will be a part in their profile where they can showcase their projects using snapshots, .ppt files and pdf files. The user profile will have a verified review option where the other employees of the companies he/she worked in and his/her employers can post a review about the user’s performance and work ethic.

Company profile

The company profile will be different from a user profile. This will have the company's essential information and their projects and accomplishments. There will be a verified review option from the company’s employers and the other companies who have collaborated with them.

A place for a startup project idea

There will be a page where the users can post a detailed startup project idea to gain investment and resources from the different companies and even from other users from this social media platform.

Business-related Q/A section

There will be a question answer section kind of like stack overflow where the users can post problems and the people who are skilled in that field can answer them as a mean of professional courtesy.

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| Technology |

Front end: Html, CSS, javascript, bootstrap

Backend: The Django framework

Database: PostgreSQL

Version control: git, Github

Project ideas: trello

Team communication: slack

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| Monetization/Business Plan |

Most of the features of this web app will be free to everybody like profile building and chatting. But we will charge the users for the specialized features. Let’s consider this scenario a company has given a job circular if the user has paid for a premium feature his/her profile will be automatically given to the company as a viable candidate for that job. This will be sorted by the skills section of the user and the skills given as requirements in the job description.

This is just one example. We will have paid tests for the users so that they can prove their skills by the grade they receive.

By using an online payment gateway API, we will be about to handle the payment part from the technology point of view. There will also be an advertisement option integrated into the website. Where we will be able to earn money by giving advertisements in the user's newsfeed.