

The Rapid Application Development (RAD) model emphasizes fast prototyping and iterative releases, focusing on user feedback and engagement to refine the application. Below is a detailed roadmap for the development of a new social media app using the RAD model.

Phase 1: Initial Prototyping

- **Features Added:**
 - User registration and login via email and social accounts.
 - Basic profile creation with options for profile pictures and bio.
- **User Feedback:**
 1. Requests for more customization options in profile creation.
 2. Concerns about slow load times during registration.
- **Proposed Improvements:**
 1. Add profile themes and background colour options.
 2. Optimize backend services for faster response times.

Phase 2: Content Posting and Interaction

- **Features Added:**
 - Users can post text, images, and short videos.
 - Basic interaction options: likes and comments on posts.
- **User Feedback:**
 1. Desire for richer interaction features like reactions and sharing.
 2. Issues with video uploads failing intermittently.
- **Proposed Improvements:**

1. Introduce reaction emojis and a "Share" button.
2. Enhance video processing pipeline for better reliability.

Phase 3: Social Networking and Notifications

- **Features Added:**
 - Follow/unfollow functionality.
 - Notifications for likes, comments, and new followers.
- **User Feedback:**
 1. Overwhelming number of notifications for high-activity users.
 2. Difficulty in discovering new people to follow.
- **Proposed Improvements:**
 1. Implement customizable notification settings.
 2. Introduce a recommendation engine for suggesting profiles based on interests.

Phase 4: Messaging and Group Features

- **Features Added:**
 - Direct messaging with text and media.
 - Group creation for shared content and discussions.
- **User Feedback:**
 1. Requests for end-to-end encryption in messaging.
 2. Lack of group moderation tools causing spam issues.
- **Proposed Improvements:**
 1. Integrate end-to-end encryption for private chats.
 2. Add group admin roles with moderation controls.