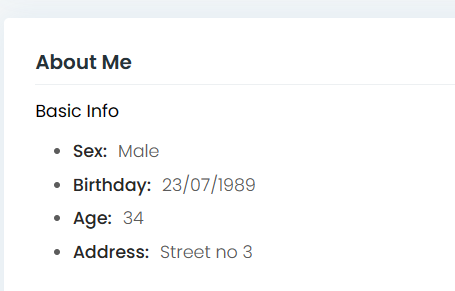
**Suggestions doc: Primehangout**

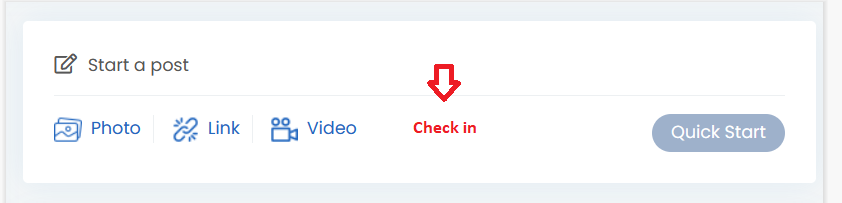
To meet the user’s growing expectations & requirements, platform needs to be updated constantly, and we have a few suggestions, as follows:

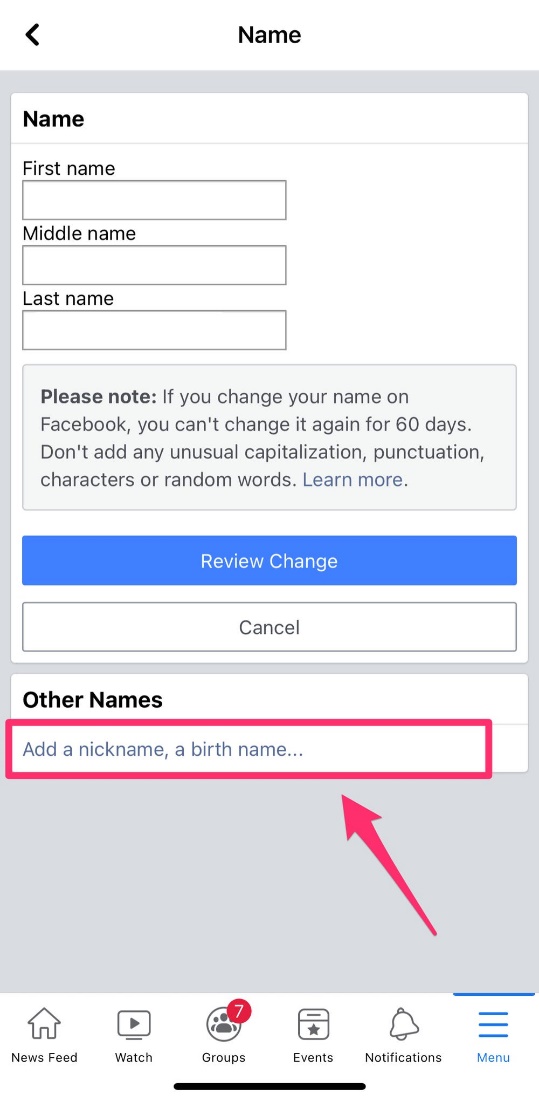
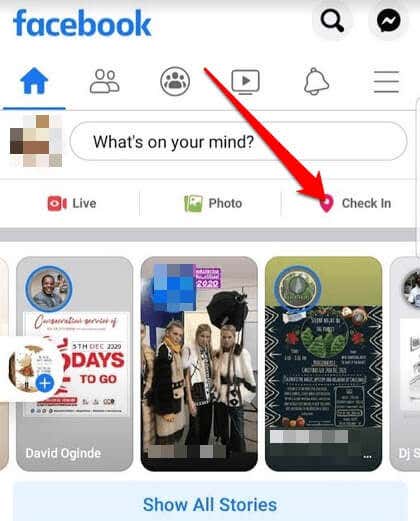
1. **About Section:** Several features can be added in the About Section, such as:

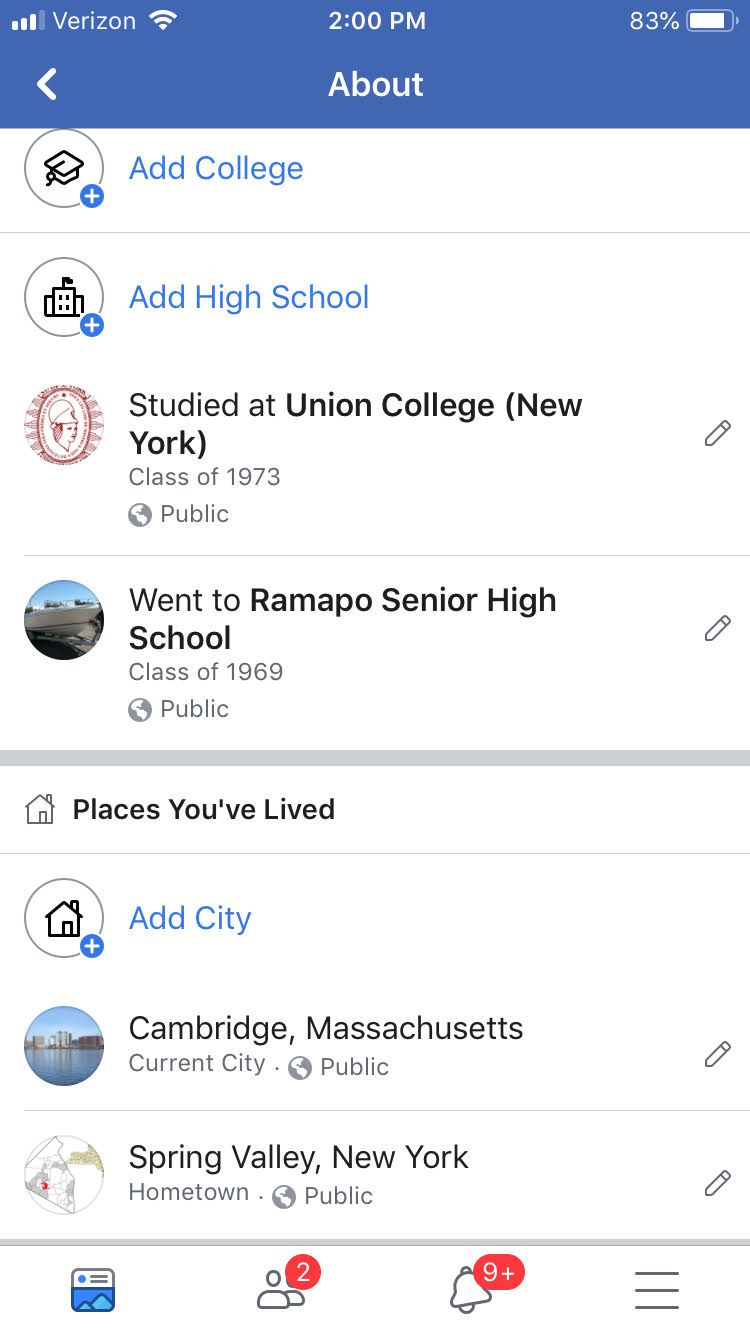
* Contact Information like contact no., skype name.
  + User can update their contact information in the about section so that friends can know about their contact information.
  + Users can set the privacy setting on the contact information. Users can decide who can see their contact information.



* Places lived
  + Users can update the information about the places they lived for colleges, jobs, etc.
* Other names
  + If the user is known by many other names, then the user can add those aliases, so that their friends can easily search them.
* Check-ins
  + Users can update their check-ins so that their friends can know about them.







Pros of extended About Section:

* As more information is updated on the platform, the user’s profile will be more attractive and it also minimizes the risk of fake profiles.
* User from similar places can connect on the platform and start the discussion.
* Detailed information is more engaging.

Cons of not adding extended About Section:

* Sometimes it is quite difficult to search for friends if they are known by other names.
* Contact information changes if the user moves to other places, thus lack of detailed information will not fulfil the purpose of the social media platform.

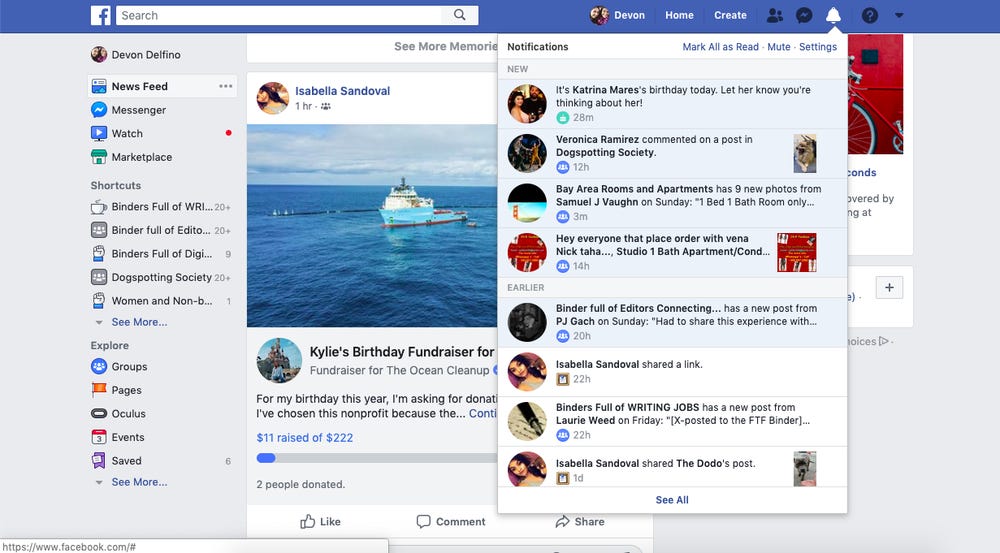
Research Says:

* [In the survey, a question was asked to participants that for what purpose they use platforms of Web 2.0. In the EU they are most used to contact with friends (83.3%) and the acquisition of information (80.6%) of respondents.](https://pdf.sciencedirectassets.com/280203/1-s2.0-S1877050917X00082/1-s2.0-S1877050917311286/main.pdf?X-Amz-Security-Token=IQoJb3JpZ2luX2VjEFkaCXVzLWVhc3QtMSJGMEQCIEcCjnIt96WM3OpjOsOss2w%2BrU6Pgi9fDWRHC5eWG2EtAiALpN%2BrEl2Ph%2FjuOuQAIsWzZNJeyScZX1vj%2BeOGc1fkyyrbBAii%2F%2F%2F%2F%2F%2F%2F%2F%2F%2F8BEAUaDDA1OTAwMzU0Njg2NSIMIjZTED%2FLYwMTsbUrKq8Ek9HYDKN6XmoeDB36VXqxoI0pN7xro68qyYV%2FtwcV1HnBSbg7xpd6gvhVsCDPSrgpZu1lqHlcDYMrWU4%2B4BX0NUTERLk5Gu1RNsr64vOQBa5UufvbN9JK%2ByZnfYHnmoZtZSVWaKGbAq1jjhlA4L%2Fvnmb1B9WzGgLA3qWNSoV6ffiYkHzOCAzMCxdGETlOgPGle%2FGA9iyD7ZCzgay6JjZDD%2FymyKOFQ86nn2q%2FJ7cFbK9N0dNn%2B8crMTK3UGNHbcv3hPO7mwE4V8u9jHqe7nShEYAnyPafZNvVy4vl1eAOCm0yAgeuZkVEoH71JrAaU4J42Z5KiXagC38Mnb1blqEh6MgJpgQ47V6I013D5ltyl4MArsYlmVg3xkGb3TUYIj%2BrI0rSXSvh8yZUHu3GWNVtsKbAsz59Jg2ble%2Bw8Xc8Ui0sdJ2kISPtEHAfvzPhEzLuIjb3DgDRespNlIiQuiEokM63e%2FawxQm4U24xeAw3gS8HjYngLtGo36%2BECZliCGQ3fUfL5%2FjTFiBHxD2CXUYPNCsqLwbpmLVmy96I61pwJu6XNJGaOJtfarEVAmNazcZmE2F2fYfspQgwrygExqUja9Up3fwsTZGrp8obBng3VteOprqfAAUK90XbBBvOSHc5Mj3zeVlXTOKpZB3bbX0WCSHmHNfB0vU8nYmbC7PI73TLRa2FmBxrrxI3diuhvYScNjQNLHt1QsPyhlEPCdM5zH6Gd1QkZ7N9tC%2BbK%2BJ80zCAufmWBjqqASyfClWPoGt%2BliJGp0UXihRubaxBAJuCTwAx10RI%2BTzyNU0MJVgn5ahw5E6Xlmr3jLSy76umUs8EB4K%2Bt%2BfaKW%2FScqNB7AeYKgRZ%2BFgGT8nSksThhUM1ioJPavhXLtjxyPdb%2FgzKG7FQ8ISFlkptGfzd4TMh1rlRkEBTpYIMfh0JJURBMep6CVrRXsP%2F13Cdf78VJ5Q6czRm4IKimJbwgIONQQSTQ8%2BR90Cb&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20220725T092558Z&X-Amz-SignedHeaders=host&X-Amz-Expires=300&X-Amz-Credential=ASIAQ3PHCVTY2ODCGBTN%2F20220725%2Fus-east-1%2Fs3%2Faws4_request&X-Amz-Signature=58362314d8edb41e2afc2fc84aba19429fa3677baa27d0912729063aa19bd334&hash=05cdbfe4a994389cadb4489ddf7a5e14801f6cc9d758236cd743d3b08ecd9628&host=68042c943591013ac2b2430a89b270f6af2c76d8dfd086a07176afe7c76c2c61&pii=S1877050917311286&tid=spdf-c57af38e-4810-457d-a1b4-c454d60964c5&sid=10f974875c3ce847e10b6862d6302ce07844gxrqb&type=client&ua=4d5c5651055b05565105&rr=7303d9f16e821c5b)
* [When asked about the biggest advantage associated with the use of Web platforms 2, 97.7% of respondents says exchange of information and communication.](https://pdf.sciencedirectassets.com/280203/1-s2.0-S1877050917X00082/1-s2.0-S1877050917311286/main.pdf?X-Amz-Security-Token=IQoJb3JpZ2luX2VjEFkaCXVzLWVhc3QtMSJGMEQCIEcCjnIt96WM3OpjOsOss2w%2BrU6Pgi9fDWRHC5eWG2EtAiALpN%2BrEl2Ph%2FjuOuQAIsWzZNJeyScZX1vj%2BeOGc1fkyyrbBAii%2F%2F%2F%2F%2F%2F%2F%2F%2F%2F8BEAUaDDA1OTAwMzU0Njg2NSIMIjZTED%2FLYwMTsbUrKq8Ek9HYDKN6XmoeDB36VXqxoI0pN7xro68qyYV%2FtwcV1HnBSbg7xpd6gvhVsCDPSrgpZu1lqHlcDYMrWU4%2B4BX0NUTERLk5Gu1RNsr64vOQBa5UufvbN9JK%2ByZnfYHnmoZtZSVWaKGbAq1jjhlA4L%2Fvnmb1B9WzGgLA3qWNSoV6ffiYkHzOCAzMCxdGETlOgPGle%2FGA9iyD7ZCzgay6JjZDD%2FymyKOFQ86nn2q%2FJ7cFbK9N0dNn%2B8crMTK3UGNHbcv3hPO7mwE4V8u9jHqe7nShEYAnyPafZNvVy4vl1eAOCm0yAgeuZkVEoH71JrAaU4J42Z5KiXagC38Mnb1blqEh6MgJpgQ47V6I013D5ltyl4MArsYlmVg3xkGb3TUYIj%2BrI0rSXSvh8yZUHu3GWNVtsKbAsz59Jg2ble%2Bw8Xc8Ui0sdJ2kISPtEHAfvzPhEzLuIjb3DgDRespNlIiQuiEokM63e%2FawxQm4U24xeAw3gS8HjYngLtGo36%2BECZliCGQ3fUfL5%2FjTFiBHxD2CXUYPNCsqLwbpmLVmy96I61pwJu6XNJGaOJtfarEVAmNazcZmE2F2fYfspQgwrygExqUja9Up3fwsTZGrp8obBng3VteOprqfAAUK90XbBBvOSHc5Mj3zeVlXTOKpZB3bbX0WCSHmHNfB0vU8nYmbC7PI73TLRa2FmBxrrxI3diuhvYScNjQNLHt1QsPyhlEPCdM5zH6Gd1QkZ7N9tC%2BbK%2BJ80zCAufmWBjqqASyfClWPoGt%2BliJGp0UXihRubaxBAJuCTwAx10RI%2BTzyNU0MJVgn5ahw5E6Xlmr3jLSy76umUs8EB4K%2Bt%2BfaKW%2FScqNB7AeYKgRZ%2BFgGT8nSksThhUM1ioJPavhXLtjxyPdb%2FgzKG7FQ8ISFlkptGfzd4TMh1rlRkEBTpYIMfh0JJURBMep6CVrRXsP%2F13Cdf78VJ5Q6czRm4IKimJbwgIONQQSTQ8%2BR90Cb&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20220725T092558Z&X-Amz-SignedHeaders=host&X-Amz-Expires=300&X-Amz-Credential=ASIAQ3PHCVTY2ODCGBTN%2F20220725%2Fus-east-1%2Fs3%2Faws4_request&X-Amz-Signature=58362314d8edb41e2afc2fc84aba19429fa3677baa27d0912729063aa19bd334&hash=05cdbfe4a994389cadb4489ddf7a5e14801f6cc9d758236cd743d3b08ecd9628&host=68042c943591013ac2b2430a89b270f6af2c76d8dfd086a07176afe7c76c2c61&pii=S1877050917311286&tid=spdf-c57af38e-4810-457d-a1b4-c454d60964c5&sid=10f974875c3ce847e10b6862d6302ce07844gxrqb&type=client&ua=4d5c5651055b05565105&rr=7303d9f16e821c5b)

1. **Notification:** Users should be notified of all activities happening in their circle. Thus, users will be notified in the following cases:

* Whenever any friend/connection will upload the image or video
* If any friend comments or likes any post.
* User can enable/disable notification for each post.

(Existing system have notification- have to crosscheck set of even when notification is triggered)



Pros of Notification:

* Users will be aware of all activities of their friends/connections.
* Users can react to the activities of their connections.

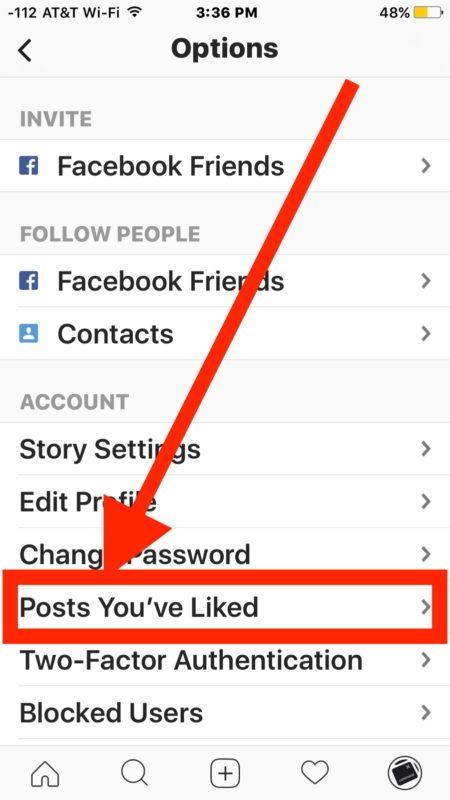
Cons of not adding Notification:

* Users may miss any important event like the birthday of a friend.

Research Says

* [Notifications boost engagement by 88%](https://www.invespcro.com/blog/push-notifications/)
* [65% of users return to the platform due to notifications](https://www.invespcro.com/blog/push-notifications/)
* [Notifications increase retention by 3-10x](https://www.invespcro.com/blog/push-notifications/)
* [Average click rate of notifications is 10.3%](https://www.invespcro.com/blog/push-notifications/)

1. **My likes:** Users can view posts that they have liked or commented.



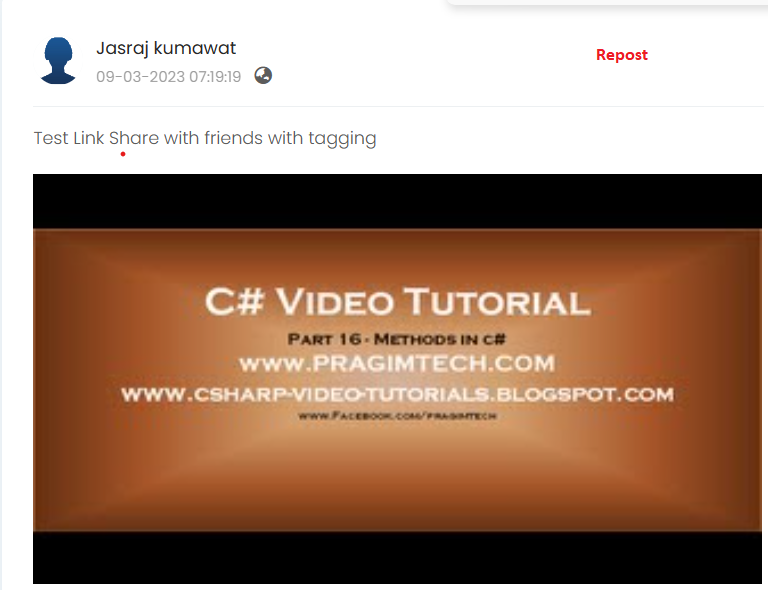
Pros of My likes:

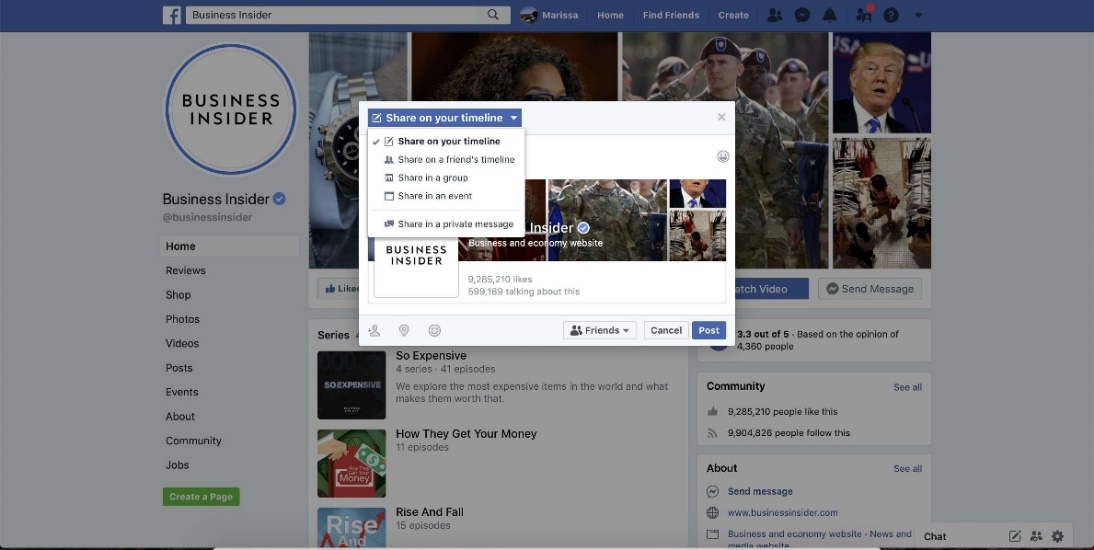
* If the user wants to view the post of their connections, that user has liked in the past, then no need to scroll all their past feeds. Users can visit their “My like” Section where they can view all their past posts.
* Easy accessibility always increase user experience & user engagement.

Cons of not adding My likes:

* Viewing past posts will be hectic.

1. **Repost:** User can repost/share any post with their connections on the platform. Now that post will be visible on user’s profiles and their connections can view the post in their feed as shared by the user.



* User will control that where posts will be shared. There will be following options:
* Share on your timeline
* Share in group
* Share in private message
* Share on friend’s timeline
* User can control that who can see the shared post. Following options will be available:
* Friends
* Friends of Friends
* Public (Everyone can see)
* Private (No one can see)
* User can control that who can reshare the post. Following options will be available:
* Friends
* Friends of friends
* Public

\*All images in the document are for representation only. UI/Design & functionality will be as per the present design & functionality of the PrimeHangout.

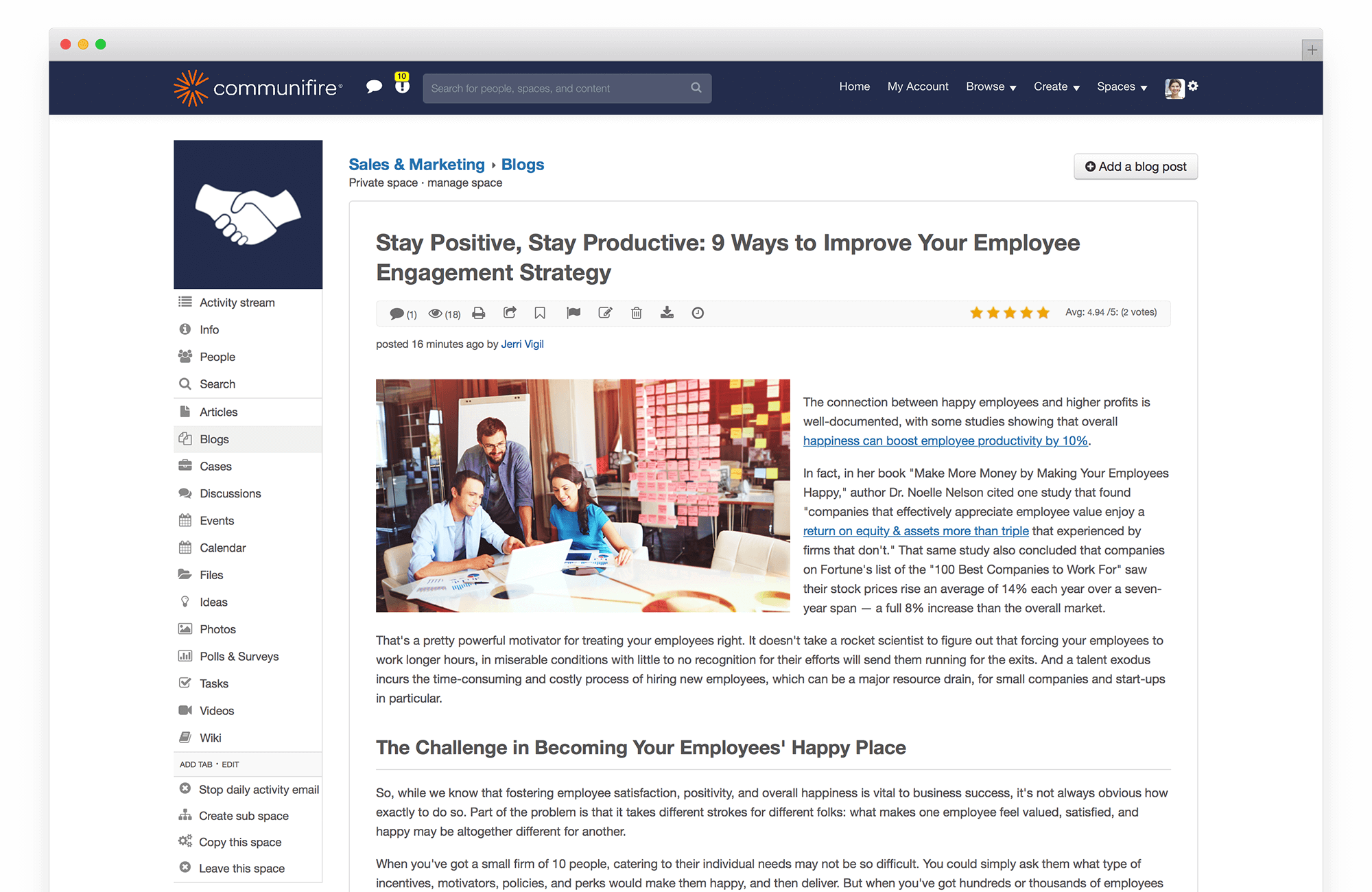
Pros of Repost:

* More users can view the post and it will increase the traffic on the platform.
* It will increase user engagement, as the very nature of social media is about sharing and participating in a greater ecosystem.

Cons of not adding Repost:

* The post will receive limited exposure.

1. **Blogs:** Users can post/write blogs on the topic they are interested. Users can share blogs with their connections.



Pros of Blogs:

* Every blog is sharing, exposure and influence opportunities. Each blog has its title and content to back it up, when it is shared others see it, read it, share it, and give it their endorsement.
* User writes blogs to share their passion and to educate others. When users have content to share with their connections. User will receive instant feedback.
* Increases user engagement & traffic on the platform.

Cons of not adding Blogs:

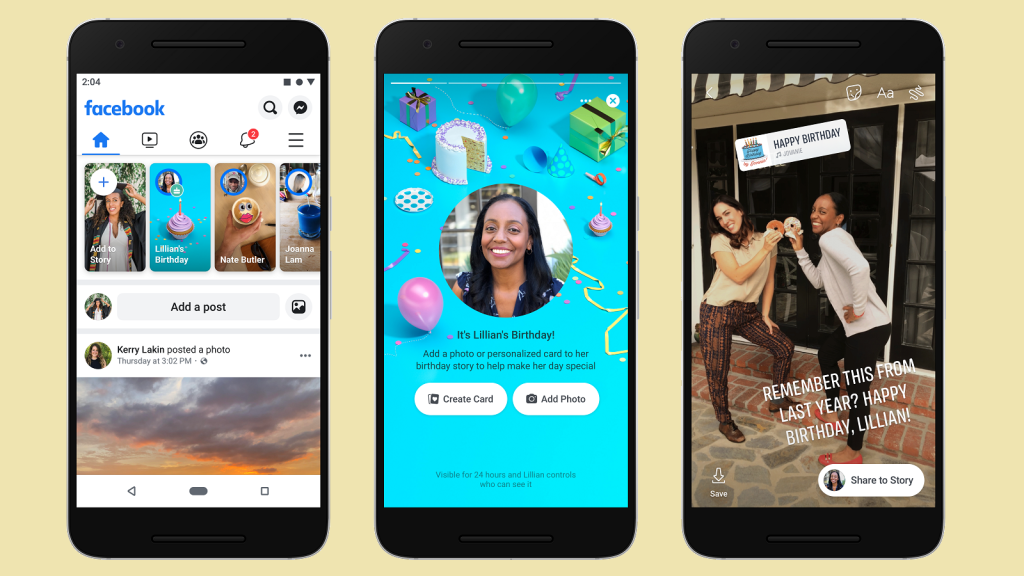
* Users need to search for the content on other platforms.
* A total of 81 percent of Online Holiday Shoppers Read

Research says:

* [According to the survey, 47% find new blogs by Googling, the next most prevalent way is social media (33%) and links in other blogs (33%).](https://www.researchgate.net/publication/301695615_BLOGS_IN_A_CHANGING_SOCIAL_MEDIA_ENVIRONMENT_PERSPECTIVES_ON_THE_FUTURE_OF_BLOGGING_IN_SCANDINAVIA)
* [Results indicate that blogs are a means for bloggers to disclose aspects of themselves through the blog narrative. Readers develop ties with both the blog and the blogger, while homophilic traits are relevant to explaining readers’ choice of blog affiliation. Commercial intervention on blogs generates buzz if aligned with the blog’s language, if the message content fits the blog’s narrative, and if the product is close to the blog’s subject of interest.](https://link.springer.com/article/10.1057/dddmp.2013.45)

1. **Sent Birthday Card:** Users can send the birthday card to their friends on their birthday. Few templates of the card will be available to the user.

Also, we can add a **Birthday Story feature**, which will allow a user’s friends, family and everyone in their community to add digital birthday cards, photos or videos to a story celebrating the day.



Pros of Birthday Card & Birthday Story Feature:

* A happy birthday message that’s visual, memorable, interactive and fun.
* It will be similar to getting a personalized birthday card from everyone you care about, regardless of where they are located in the world.

Cons of not adding a Birthday Card & Birthday Story Feature:

* User need to go with the conventional method to wish their friends & family.

Research Says

* [Facebook claims that 500 million of its users use Facebook Stories daily and the users’ community has shown how creative and thoughtful birthday wishes can be — whether with a series of funny photos or a video reminiscing about past birthdays spent together.](https://indianexpress.com/article/technology/social/facebook-launches-new-birthday-stories-feature-here-is-how-to-use-it-5720958/)

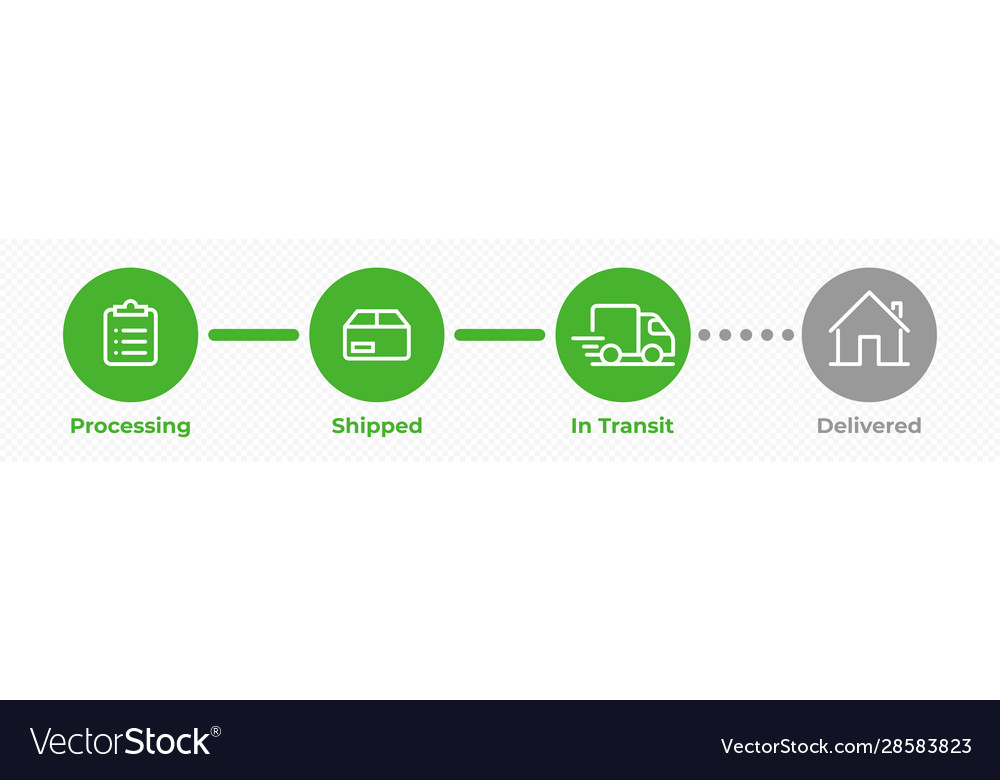
1. **Tracking of Delivery in PH Mall:** We can show the status of the delivery to the user, as follows:

* Packed & dispatched
* In transit
* Delivered

This status will be updated from backend.

Pros of Delivery Tracking:

* The delivery tracking feature ensures timely delivery and customer satisfaction, resulting in customer retention. Thus, with effective tracking and delivery, the rate of customer retention is increased.
* Promotes professionalism & great service
* Encourage users to repurchase.
* Due to transparency, the trust of the user increases.



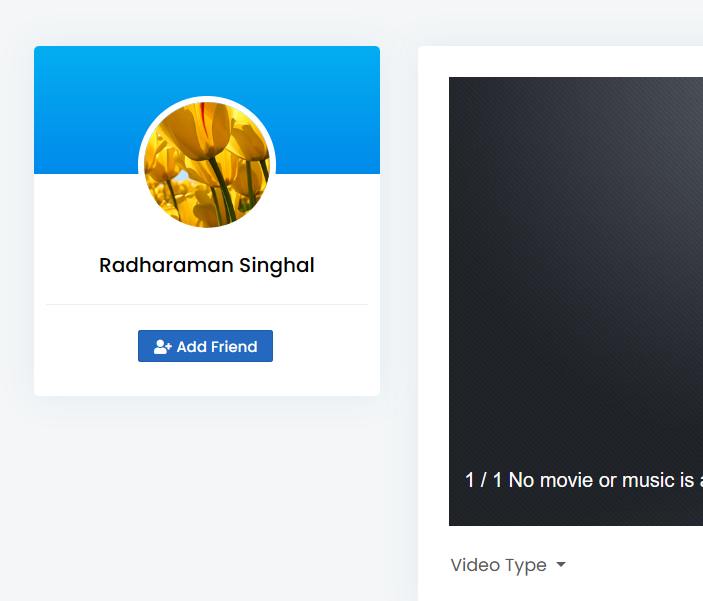
Cons of not adding Delivery Tracking:

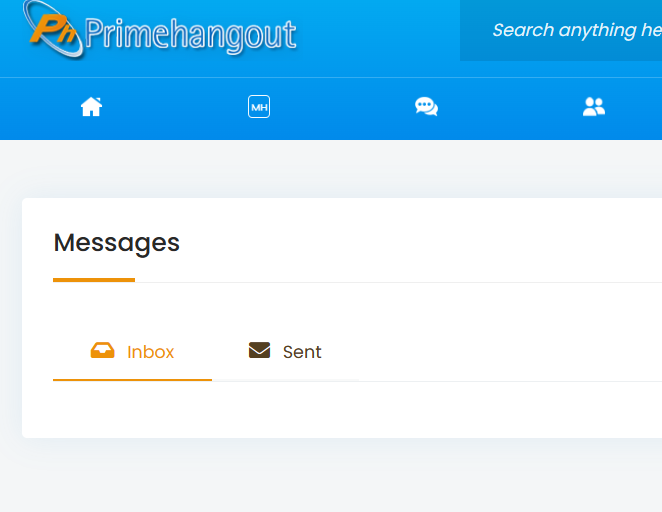
* Increase in user complaints.
* The user is not aware of the current status of the delivery.

Research Says

* [97% of customers expect the ability to monitor their orders throughout every step of the shipping process.](https://www.shipbob.com/blog/ecommerce-order-tracking/)
* According to a study by My Customer, [82% of consumers say that it’s important for e-commerce brands to update them during every stage of the fulfilment and delivery process, with 85% choosing shipment tracking emails as their preferred communication method, while 45% opted for text messages. Interestingly, 81% of customers admit to tracking their order status two or more times during the fulfilment process.](https://whiplash.com/blog/why-e-commerce-order-tracking/)

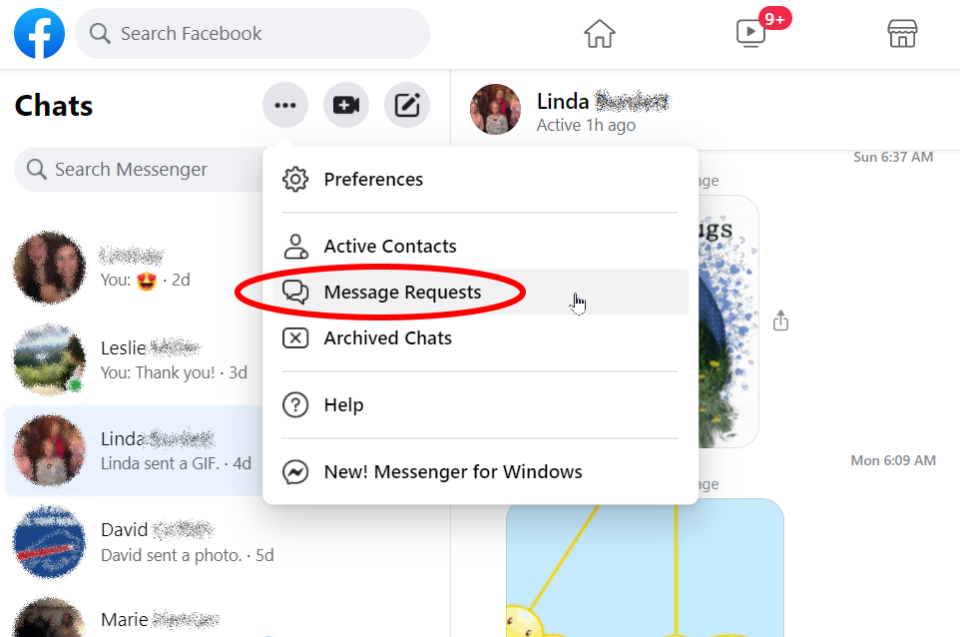
1. **Message Request:**



* Ability to send message to a user how is not in your friend list. This will help people to connect personally who have same interest  or want to add a personal note while sending friend request.
* For the above feature: Message Request from users who is not in your friend-list. This is where the platform sends all the missives from people you are not currently friends with.
* 

There may be an entry called See Spam showing those who tried to contact you, but who have likely been after being reported by others. Delete them with joy.

User can review the message box and accept the message request or decline the message request as per the user needs.

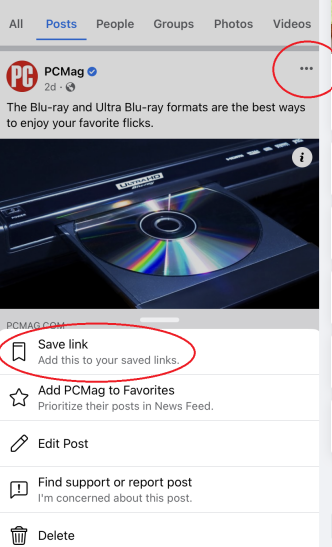


1. **Extra security while user Login:**

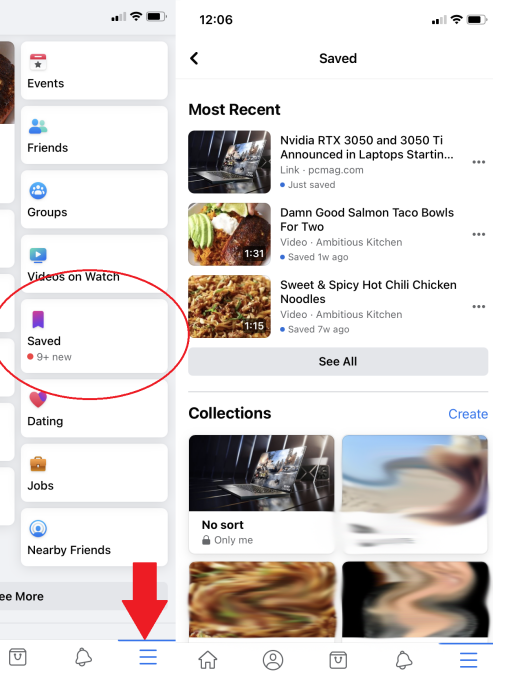
**Enable Two-Factor Authentication**. It's a good idea to implement (Opens in a new window) 2FA on all your accounts. That means if someone wants to access your account on a new device, they'll need your password and a code generated by an authenticator app or sent via text.

**Get alerts about unrecognized logins**. If somebody logs in to your account from an unrecognized device or browser, system can let you know.

**Pros**: Two factor authentication can prevent unauthorized parties from accessing your accounts.

1. **. Save Posts for Later:** It’s to impossible to go back and find something that you whizzed past during a recent scroll. User can save the post to “watch later”. 

User can anytime view the post to from “Saved” folder.



**Pros**: User do not have to struggle to find a post he was interested/viewed in past.

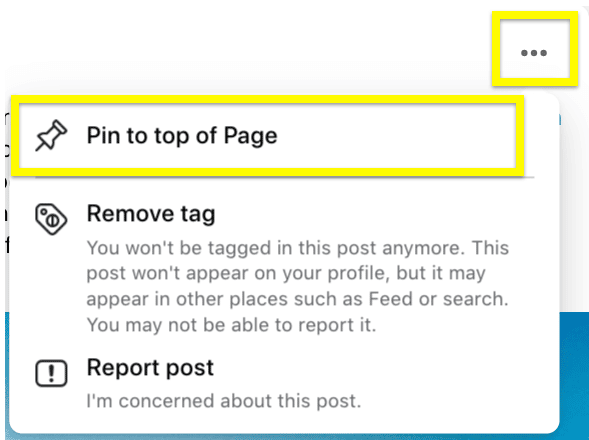
### **Pin your most relevant content**

User can pin a post from his account to keep it top-of-mind for visitors/friends. Try pinning an announcement, a promotion, or a high-performing post that your audience already loves.

**How it will work:**

1. Click on the **ellipsis button** in the post’s top right corner.

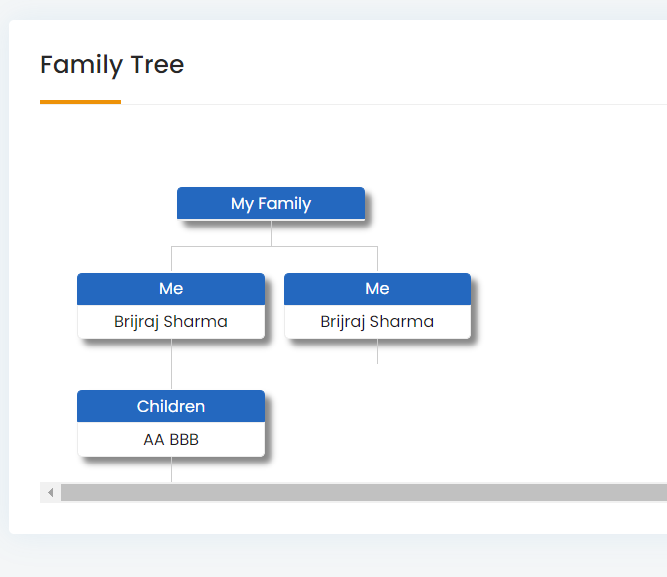
2. Select **Pin to top of Page.**

[](https://blog.hootsuite.com/wp-content/uploads/2022/06/Facebook-tricks-3.png)

**Prs:**Keep your pinned post fresh by rotating it every few weeks.

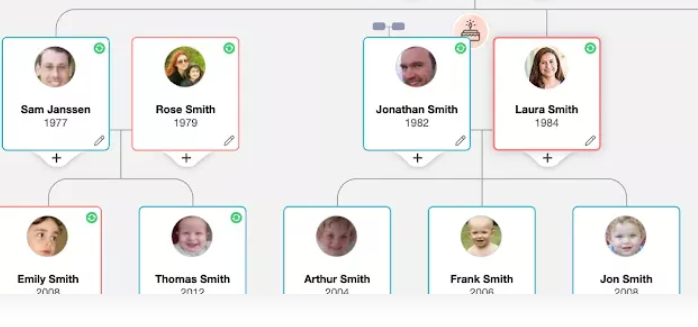
1. **Download – Family tree**

Option for user to download his/her Family tree.



1. **Add family member picture in genealogy option:**

Option to add image in while making family tree. This will enhance the look of Family tree.

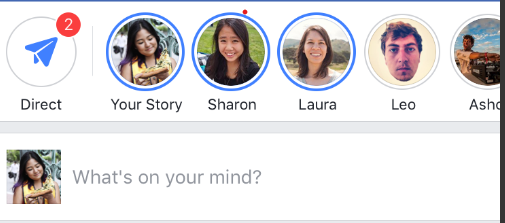


1. **Adding Stories: The power of stories cannot be underestimated.**

Stories are very user-friendly – both for creator and viewer

User can create 15 Seconds long stories and post on profile. Stories will be visible in his account for 24 hours.

User can now share stories with friends and see what other friends have been up to for the past 24 hours.



24 hours, posts in your story disappear forever.