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Abstract

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Project Research Document

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Introduction

The research document should provide detailed information on the project, its scope and aims, prospective users, and possible technologies that will be used for implementation. You should carefully evaluate APIs, data sources, key libraries, or other resources you need that are critical to the project success. More specifically the research document should provide information on the following

Topics:

# Section 1: Detailed Discussion x 1 Page

Take the idea you have selected and develop it providing a detailed discussion on the system functionality and what you propose it should do. Who are the users?

## The Idea!

The idea that I have chosen is a short-ranged messaging app, instead of being based on globally produced content it is based on locally produced content. Focusing on giving content to smaller communities in for example Dublin.

The posts will have a range limit however there will be post groupings based on geographic regions / cities that users can tap in, and businesses can post event information to. For example, the fictional Pub McCools could post their 2010’s subculture night, users would see this post in a what is on tonight section, scrolling down would reveal events on further tonight.

Other than range base posting, event posting, users could create group postings where their collective circles posts show up.

If I was to compare this feature of event posting to another social media type platform, it would be Instagram. Instagram is incredibly popular with businesses as it includes features like stores and discoverability, but the problem is you follow these businesses like would any other person, if you say follow like at least 200 users/businesses/celebrities there is no distinction between them.

Ideally if you looking for something to do on your Saturday and you do not have a place in mind you don’t really have an easy way of seeing what is going on that Friday night? You missed the announcement for the Disco Night at McCools in a sea of posts and you do not check their page regularly, how would you find it.

## System Functionality

The main functionality is centred around is essentially be a social media application and being as such that I do not have an existing user base much of the content will have to be simulated. The groups, messaging and all sorts of minor features will not and do not exist until I create them.

## Who are the users?

The users in my mind are young people looking for online communities with similar interests to them in within the area to them, ideally, we what these young people to be in the age demographic of say college students instead of tweens and teenagers. Similar applications in design, Yik-Yak became the centre of a lot of controversy, (Simonetti, 2021).

It is virtually impossible to keep under 18’s off apps they aren’t meant to be on but in order to avoid the bullying that was commonplace on Yik-Yak I think obscuring the range a post was sent from and the general wide operation range would mean that in the hypothetical ethics of this online platform and user experience it would turn out better.

# Section 2: Existing Applications in this domain x 1/2 Page

In your research have you found anything close to this idea? List these in table form and identify similarities and differences

|  |  |  |
| --- | --- | --- |
| **Application Name** | **Similarities** | **Differences** |
| Yik-Yak | Yik-Yak was my main inspiration originally, so on face value view there’s a lot features that they’ll share. | Yik-Yik was focused on regional posting, but I believe strayed away from this upon realising that global content went more viral. I want to focus on regional content. |
| Twitter | Twitter’s algorithm recommends local content but also global content. There is various sub-cultures within this local content such as ‘Irish-Twitter’ and ‘Emo-Twitter’. I think these micro communities produce content they themselves want to consume. | I will try to focus on these smaller communities. Twitter has a group function that has recently been introduced that I want to attempt to make one of the main focuses of this app. The idea of being fed post from groups of people that you want to see.  There will be a focus on local events in the real world instead of news based one. |
| Whisper | Whisper is an anonymous messaging app that spawned out of the same idea as Yik-Yak. | Users will have usernames and while anonymity is nice, assigning a name and face to a user helps build community.  Websites like these also come under fire for bullying and lack of accountability. |
| Instagram | Instagram is perhaps the most popular social media app out there right now. Sharing the same possible demographic as my own site. I don’t think it’s possible to have a website that doesn’t have a little Instagram DNA as Instagram its self cannibalizes ideas from so many other sites. I think it’s willingness to do so however is what makes it incredibly relevant. (Mara, 2017) | By it’s nature my site will be more similar to Twitter or previous forms of Yik-Yak.  Instagram is so focused on remaining popular and staying relevant it is focus has changed significantly from what it previously was. |

# Section 3: Platform, Technologies, and Libraries x 1/2 Page

What platform, technologies and libraries are you planning to use?

## Platform

**Front-end**

Python will also be used for my front end though I may end up mixing it some Javascript. Django uses HTML to display information on pages so I’m hoping that all works out for the best.

**Back-end**

Python (Django), is what platform I will be using to build my website. It is what I’m most familiar with and while I did use SAPUI5 to build a project website while working there during my internship. I think it will be more beneficial to me to use Django. Django is used by many popular social media sites too (Django, 2014), which I hope means it will suit my use cases too.

**Database**

I will be using MySQL, which is a database I have previous experience with and will attempt to implement.

## Technologies

## Libraries

[Mockaroo](https://www.mockaroo.com/) provide me with some example users to search through and have create posts, I will need to generate the user’s content myself but I think this is a great start for basic user information.

# Section 4: The risks x 1 Page

What are the main risks to the project? (ie, are you depending on 1 library to provide

key functionality?

# Bibliography

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