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Abstract

[Draw your reader in with an engaging abstract. It is typically a short summary of the document.   
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Project Research Document

Contents

[Section 1: Detailed Discussion x 1 Page 3](#_Toc115862799)

[Section 2: Existing Applications in this domain x 1/2 Page 4](#_Toc115862800)

[Section 3: Platform, Technologies and Libraries x 1/2 Page 4](#_Toc115862801)

[Section 4: The risks x 1 Page 4](#_Toc115862802)

[Bibliography 5](#_Toc115862803)

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

## 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’s 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. |

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

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

# 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

Simonetti, I. (2021, Nov 08). *Yik Yak, Notorious for Student Bullying and Harassment, Relaunches With Mysterious Ties to a College Marketing CEO.* Retrieved from Observer : https://observer.com/2021/11/yik-yak-notorious-for-student-bullying-and-harassment-relaunches-with-mysterious-ties-to-a-college-marketing-ceo/