

Why is Taaag cool?

For starters - we're a canvas app! Canvas apps have been rarely explored, particularly in the class, which we find rather heartbreaking, because apps on Facebook are a great part of the Facebook experience. As we've mentioned in Aspiration 1, we've chosen not to be standalone, also because of our app's need for interaction between Facebook friends. Having chosen a canvas app, we had basically throw ourselves down the unbeaten path - one without much similar references, especially in terms of design.

Many think that an entertainment app is generally useless and has no place. We refuse to think that way. We love apps for productivity just like everyone else, but entertainment is part and parcel of our lives; it's how we have fun and break out of the boring and the mundane. Also, isn't that one of the most important values of friendship? We love our friends because they entertain us, and that's precisely why Taaag is great fun for friends.

Social networking sites are becoming boring - it is always all about the individual, and it seems that interaction between friends are on a declining trend. What's even sadder is that our lives today are so busy that we've neglected our friends. In a time where everyone has packed schedules, it is difficult to set aside a time to meet our friends at a time when they are also available. Here's where Taaag works - by being a platform for friends to very simply and quickly leave some tags on their cloud and put some smiles on their faces!

Even so, while we encourage fun, we're not deviating from one of our original purpose of having a platform for friends to recognize and endorse qualities of their friends. This is a major reason why users are able to manage and review their tags on their own pages - so as to ensure that their tag clouds will be of quality and up to their standards. By giving them total control on what can remain on their tag cloud, we're promoting the shareability of the clouds - a play on marketing ourselves as well, when users willingly share their clouds onto their feeds!

On to our features - what we personally think is the coolest about our app is the tag cloud and how we can easily share the tag clouds of our own, or that of our friends, onto our Facebook feeds. Everyone loves sharing their achievements, so we've made it that users can share their tag clouds. Not only that, they can also share their friends' achievements. Another of our personal favourites is the search bar - you can find tags, friends on the app, and even invite more friends to come onboard the fun train!

We also love our use of animations throughout the app, which promote better user experience. One of them is the animating of the menu. When the user hovers over the hamburger icon that is the menu button, a series of buttons will expand downwards. This keeps our page neat and less distracting, when the menu remains hidden on default, until it is needed. We've also employed cool CSS effects to liven up some of our features - a great example is the floating of clouds on the login page for the new user. Similarly, in our mission to make our app more fun, we've adopted gifs of our mascot - Pile of Poo, into the app. On the login page, you'll see him egging you to join us very excitedly. On the settings page, you'll see him doing some construction while you make the hardest and only decision you'll have to make on Taaag - decide whether or not you would like to allow non-login users to check out the link of your tag cloud!

Furthermore, to improve performance, we have used AJAX through the entire app. When pages change, AJAX will obtain the data and avoid redirection. Also, AJAX helps us achieve quick and instant response when users add or delete tags. This creates a seamless and smooth flow for the user. To further enhance user experience, we've also used quite a few jQuery plugins. One example is 'tagcanvas', used to display the tag cloud of a certain user. We then added some effects to entertain the users! We also used plugins like 'typeahead' or 'select2' to simplify user flows.