

# NATURE OF THE CUSTOMER **For** SOCIAL NETWORKING WEBSITE

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We created a social networking service (also social networking site, SNS or social media) an online platform that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The variety of stand-alone and built-in social networking services currently available online introduces challenges of definition; however, some common features exist:

- Social networking services are Internet-based applications.
- User-generated content (UGC) is the lifeblood of SNS organizations.
- Users create service-specific profiles for the site or app that are designed and maintained by the SNS organization.
- Social networking services facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

Most social-network services are web-based and provide means for users to interact over the Internet, such as by e-mail, by instant messaging and through online forums. Social networking sites are varied. They can incorporate a range of new information and communication tools, operating on desktops and on laptops, on mobile devices such as tablet computers and smartphones. They may feature digital photo/video/sharing and "web logging" diary entries online (blogging). Online community services are sometimes considered social-network services, though in a broader sense, a social-network service usually provides an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, digital photos and videos, posts, and to inform others about online or real-world activities and events with people in their network. While in-person social networking – such as gathering in a village market to talk about events – has existed since the earliest development of towns,[citation needed] the Web enables people to connect with others who live in different locations, ranging from across a city to across the world. Depending on the social media platform, members may be able to contact any other member. In other cases, members can contact anyone they have a connection to, and subsequently anyone that contact has a connection to, and so on. LinkedIn, a career-oriented social-networking service, generally requires that a member personally know another member in real life before they contact them online. Some services require members to have a preexisting connection to contact other members.

The main types of social networking services contain category places [clarification needed] (such as former school-year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. One can categorize social-network services into three types:

- socializing social network services used primarily for socializing with existing friends
- networking social network services used primarily for non-social interpersonal communication
- Social navigation social network services used primarily for helping users to find specific information or resources

Our team created a social network just like any other social network but with a intention to keep it exclusive for Community rating system. We have created a social network where we have most of the basic features which a normal person wanted to use. The one feature which makes us exclusive is Profile Rating Feature.