



Social Media Application

Task - 3



Social Media Application

- A social media platform is a digital hub for connecting, sharing, and interacting.
- Users create profiles and post user-generated content, including text, images, videos, and links, which others engage with through likes, comments, and shares.
- These platforms foster global connections and impact personal relationships, politics, business, and society at large.

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Task 3 :

Technical Specification

- Html
- Css
- React js

Description

- This social media app boasts a sleek, responsive design crafted through HTML and CSS.
- Its intuitive layout seamlessly integrates a dynamic feed for user posts, threaded comments, and personalized user profiles.
- The interface prioritizes user interaction with a user-friendly navigation bar and vibrant, engaging visuals.
- Leveraging HTML and CSS, it delivers a visually appealing and user-centric experience,
- fostering seamless content sharing and social connectivity.

Step-Wise Description

- Setup Project for social media application project
- Create a main component with the Outer structure of the application
- Created a header section
- Created a home section with left and right partitions and center partition.
- In left side, groups, pages and games are shown.
- In right partition, upcoming events ,friend requests, messengers, stories are shown.
- Dark theme enabling option also included.
- In center, stories, and posts are shown.

Task Summary.

The task involves overseeing and optimizing a social media application's performance. This includes monitoring user engagement through metrics like likes, comments, and shares, as well as tracking Monthly Active Users (MAU) and Daily Active Users (DAU) for overall user base health. Additionally, analyzing average session duration provides insights into user satisfaction. Evaluating ad performance metrics such as Click-Through Rate (CTR) and ad revenue helps refine advertising strategies. Assessing conversion rates aids in understanding user behavior and enhancing call-to-action elements. Churn rate analysis identifies reasons for user attrition, and in-app purchases revenue is monitored to optimize the user experience. Examining network effects contributes to overall platform growth, and user feedback collection through surveys informs ongoing enhancements. The task involves a continuous, iterative optimization process based on the insights derived from these key metrics.

Scroll Book


🏠


⚙️


🗑️


🔍


Search...


John Doe

Friends


Groups


Marketplace


Watch


Memories


Your shortcuts

Events


Gaming


Gallery


Videos


Messages


Others


Fundraiser


Tutorials


Courses


John Doe


Sankari


Uvasri


Neelakandan

Neelu


What's on your mind John Doe?

Add Image

Add Place


Tag Friends

Share


Sankari

1 min ago

Surrounded by the best company, making every moment count 🌟👯. #MakingMemories




Suggestions For You

Uvasri

follow


dismiss

Sankari


follow

dismiss


Latest Activities

Uvasri changed their cover picture


1 min ago

Uvasri changed their cover picture

1 min ago


Sankari changed their cover picture


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
Sankari changed their cover picture


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
Online Friends


AAAAA

BBBBB

CCCCC

DDDDD

EEEE

FFFFF

Register

Username

Email

Password

Name

Register

Scroll Book.

Welcome to Scroll Book!

Join our vibrant community by creating your account. Connect with friends, share your stories, and explore a world of endless possibilities.

Do you have an account?

Login

Welcome Back!

Rediscover your digital world at Scroll Book!

Dive into the excitement by signing in and reconnecting with friends, passions, and all that inspires you.

Don't you have an account?

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Login

Username

Password

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Assessment Parameter



Submission Github



https://github.com/Uvasrisa/Social_media_application

Thank you!

