

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 engagewiththroughlikes, 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.

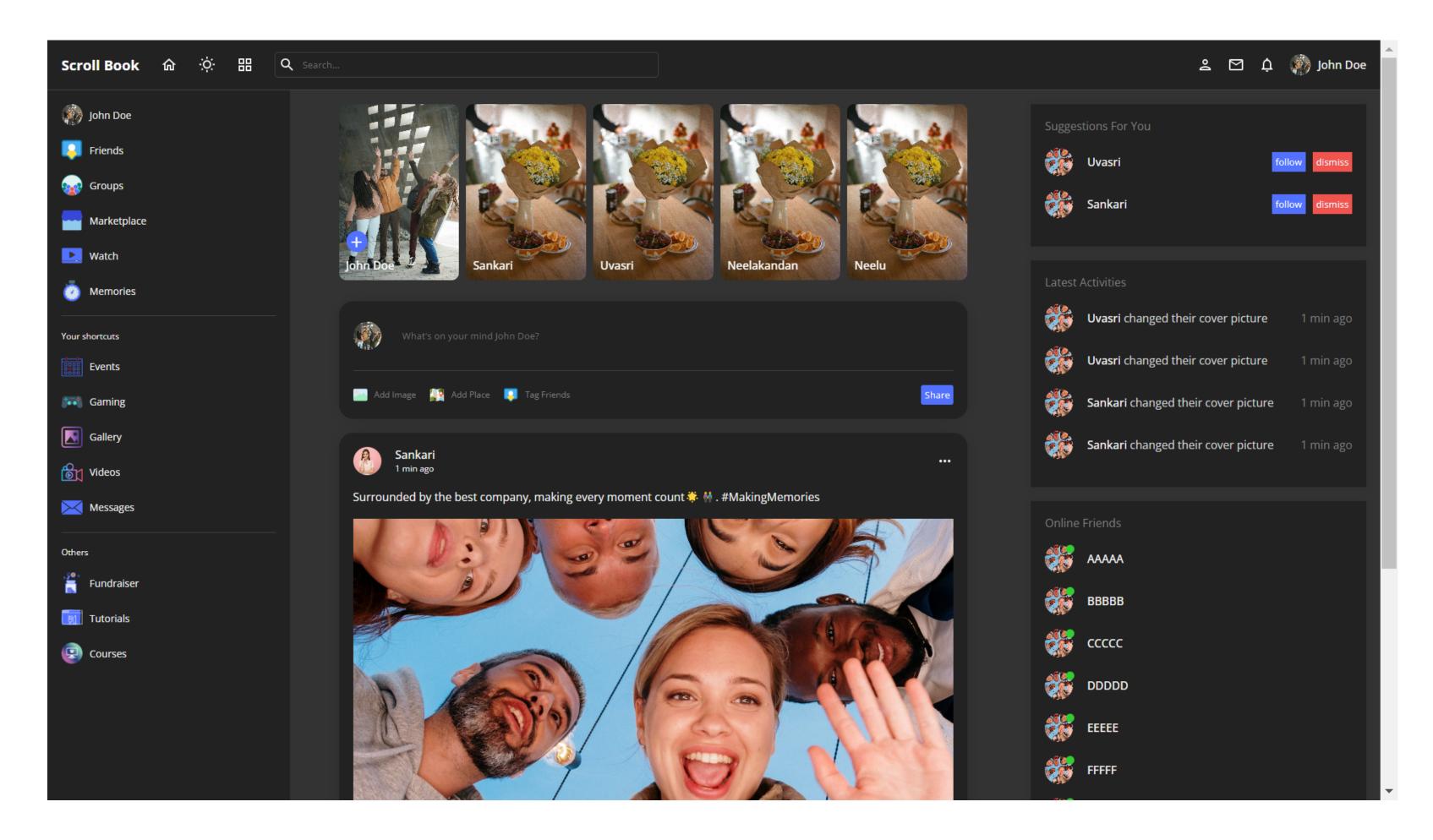


Step-Wise Description

- 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.





Register

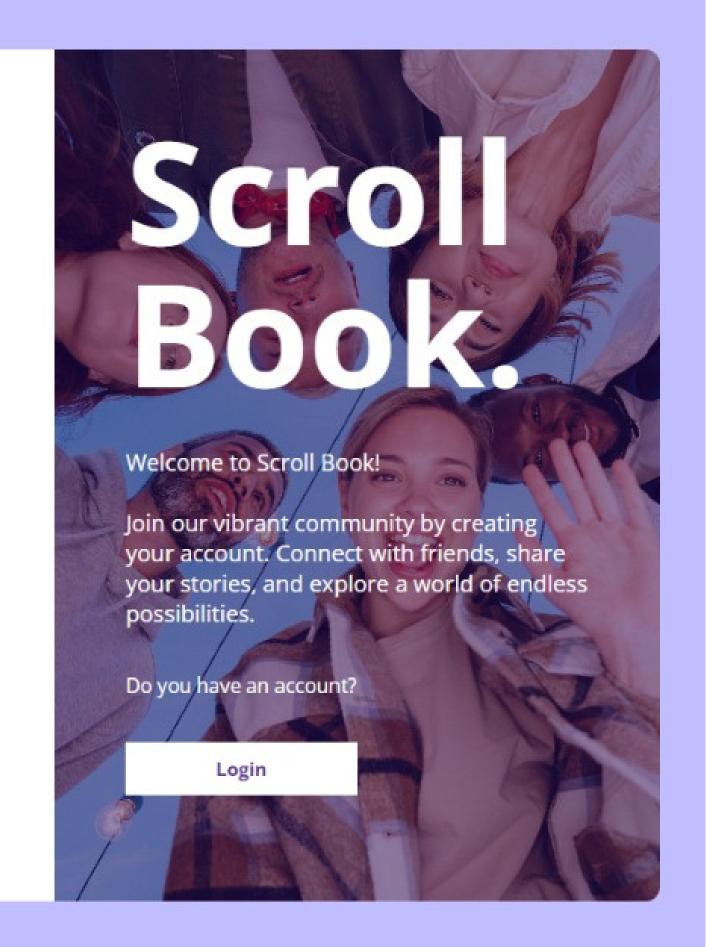
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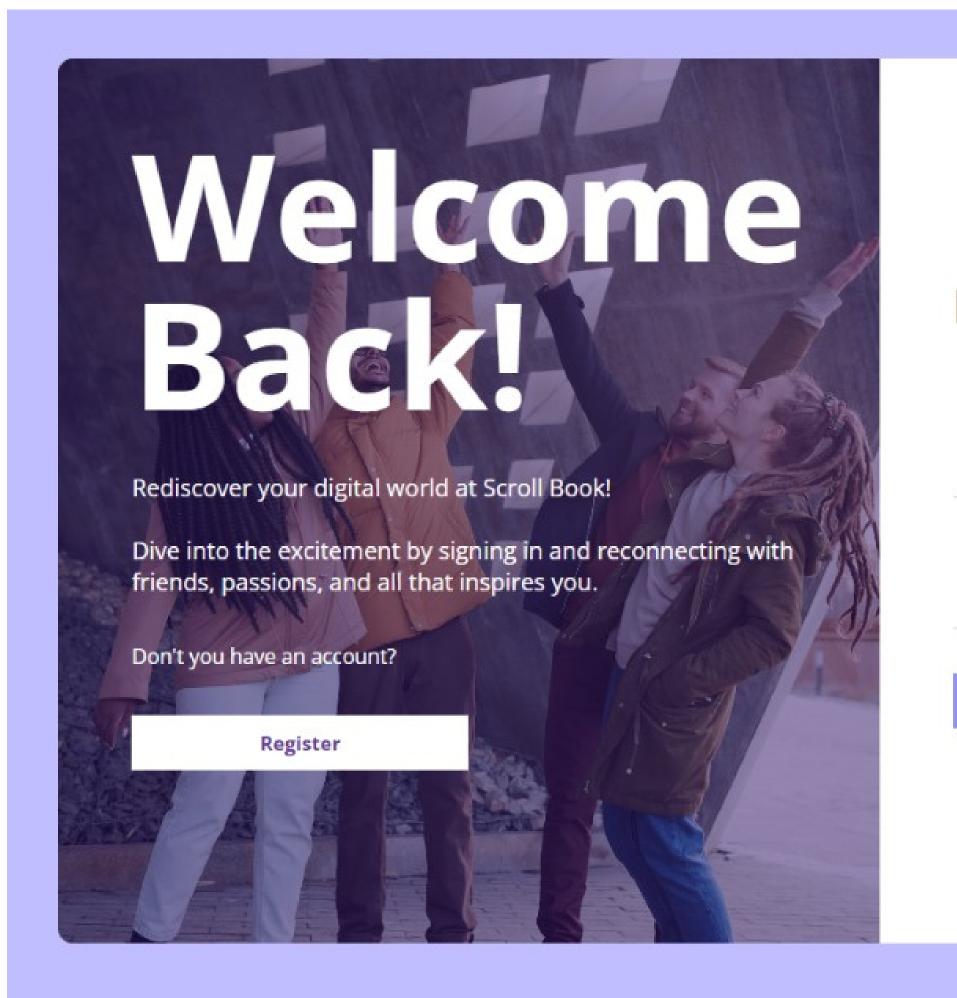
Password

Name

Register







Login

Username

Password

Login



Assessment Parameter

