



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

John Doe

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

1 min ago

Sankari

changed their cover picture

1 min ago

Online Friends

AAAAA

BBBBB

CCCCC

DDDDD

EEEEE

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.

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

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Assessment Parameter



Submission Github



https://github.com/Uvasrisa/Social_media_application

Thank you!

