

## **Memmbles.com User Report**

Based on my usage of the social networking site memmbles.com the following observations were made from the perspective of a daily active user.

### **Features Tested-**

1. **Account Creation**
2. **User Profile Buildup**
3. **Album**
4. **Photos Upload**
5. **Peer to Peer Operations-**
  - **Like**
  - **Follow**
  - **Browse Profiles**
6. **Chat**
7. **Greeting Card**

### **Observations I Loved And Users Will Also Most Probably Like.**

- Simple and Intuitive
- Pleasing and Uncluttered User Interface Unlike Facebook.
- Popular Interests
- Accessibility
- Responsive in all screens

### **Problems Observed So Far**

1. Optimisation
  - Loading time 35 seconds per page in average internet connection consisting of 60% potential userbase.(terribly slow)
2. Unable to use emoji.
3. Memmbles Logo should act as a link  
To the homepage according to Google  
Web Design Guidelines.

### **Solutions Upto the Extent of my Knowledge And Google Analytics**

1. Enabling Text Compression Using Gzip Using a Hypertext Access file can reduce page loading time by 15 seconds.(Massive Improvement)
2. Minification of JavaScript improves optimisation by reducing another 2 to 5 Seconds..(Problem mostly Solved)
3. **Radical And Experimental Solution**

- **Server Side Rendering**

**Additionally I am Attaching the Technical Report from a Third Party Website Analytics Service Which also Includes Search Engine Optimisation And Other Technical Parameters.**

**Plus- Features that could Potentially attract more Attract more Active Users**

- A Section dedicated to notifications on any updates on people they have followed.
- Live Virtual Community Meetups. ( Never done before, potential great idea in my opinion)
- **Portfolio Album-** Where People can show off their Original work.