

SquareOne
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LandingPad Vision Statement

Our project provides a web application called LandingPad that centralizes bringing multiple social media platforms into one place. Unlike Hootsuite and Everypost that offer a similar package, LandingPad will display all news feeds on a single page format. Users will also be able to edit how they prefer to view their newsfeed, from endless scroll feed to next page formatting. Another one of these features include a writing platform, that allows writers to create, share, and receive feedback from friends which diverges from apps like Wattpad and Medium. Finally, users will be able to create a customizable experience by modifying options for profiles, connections, and display. LandingPad will save users time to catch up on all their news feeds on the most popular social media sites.

Original Design

LandingPad will be for social media users and businesses who want both speed and convenience. The application will have multiple social media platforms in one app, allowing users to be more connected with the world around them. The app will use a database to store the users' credentials to the social media platforms and to the app itself. It differs from existing offerings by combining each of the social media platforms into one single page app. LandingPad is a central application that integrates a users different media platforms into one convenient place. If you own a business, this product will allow you to spread the word of that huge sale you have going or new product, letting one post to multiple or selected sites for convenience. Unlike current interpretations of this idea ~~this method~~, our product will generate each post on a single page scroll platform. Delivering information continuously and efficiently to the users. Our platform will also allow users to change their homepage and specify their own posting restrictions and viewing options. This project will save users time to catch up on all their newsfeed on the most popular social media sites.

Melissa's Editing

Our project combines two related but separate services. The first service is a centralized app called LandingPad that combines the content and functionality of a user's various social media accounts across different social media platforms. Users will be able to reach a wider audience by posting to multiple platforms with a single command, while receiving updates from all medias in a single feed. This single page display is LandingPad's unique selling point, as current social media conglomeration apps split updates into a single page based on originating platform.

The second service is a currently unnamed social media platform for writers. Unlike other existing services that are for specific types of writing like fiction or editorials, this platform is intended to be a single place where writers can build a portfolio of all of their writing. Strong permissions will allow writers to customize who can see their work on a piece-by-piece basis that will include a system for approving or denying individual requests. Writers can also control what type of feedback a reader is allowed to give by marking a piece for review when they are looking for critique and turning off comments once a draft is finalized. The platform will provide a service to writers looking to improve their writing with feedback and to those in need of an easy way to share examples of their work with publishers or potential employers.

1. Integrate Paragraphs, Highlight 3 features inside of vision statements.