SquareOne

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LandingPad Vision Statement

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. Finally, users will be able to create a customizable experience by modifying options for profiles, connections, and display.

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.