



WEBTECHNOLOGIES PROJECT

Project Synopsis and Wire-frame



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TEAM NAME: BYTE WIZARD
PROJECT TITLE: MY CIRCLE

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ABOUT MY CIRCLE

My Circle is an online platform that allows users to create a public profile which allows the users to post blogs, pictures, quotes, etc. and interact with other users on the website through their ideas. We know that social networking services have been a field of study among social scientists especially media professionals, sociologists and information scientist since its inception. It has been used by professionals to boost their work and by influencers to help change people's mindsets and politicians to help them to further their campaigns and ideals.

What makes MY CIRCLE different from other Social Networking Services?

MY CIRCLE's major differentiator is the free-form nature of the site and the ability of users to heavily customize their dashboard and profile pages. Depending on if the user, be it a student, a professional, a fashion blogger, food blogger or any influencer, we have designated and personalized templates for them to use. This way, we enforce diversity and aim to have a sense of versatility in our website. This also allows users to use various other features we provide to put forth their ideas in a much presentable way which is appealing to the eyes of the viewers. The different designs provided by us also helps other viewers know the kind of page they are visiting, whether it belongs to a fashion designer, artist, poet or writer. This way it brings out the true meaning and goals of every user.

Prominent features of MY CIRCLE

Unlike most of the social media websites, My Circle provides detailed analytics that lets marketers explore users' interactions with advanced goal paths and sales funnels for My Circle ads. It is commonly used by marketers to track online conversations about products and companies. This also provides the user to know the popularity of their posts, so they can work in the right way to gain popularity on the social platform.

We provide a detailed graph on various options which benefits those who are into marketing and analytics of their page, like fashion designer would like to see which design received the most attention, or an office would like to see how their posts are faring in the social networks.

Summary

This website is mainly used for social media applications. The first pages we come across are the login and sign up pages which help user's access their accounts or create new accounts as per their needs. Then comes the user's own page where they can upload their images for other people to view. There is a magazine page with the most liked images by all the users of the website. The settings page which has options to change the user's details and even to change the entire layout of the user's page. Finally, there is an analytics page which provides insights to the user about their page.

