NC STATE UNIVERSITY

TXTLY

Group 21 -
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Description

- The URL Shortner efficiently converts long URLs into short, manageable links for easy sharing.
- It simplifies the process of sharing across social media and messaging platforms, reducing the characters in text messages.
- Users can easily generate links with just a few clicks, making it accessible for everyone.
- A long URL can be changed without affecting the short URL, making it easy to manage URLs.
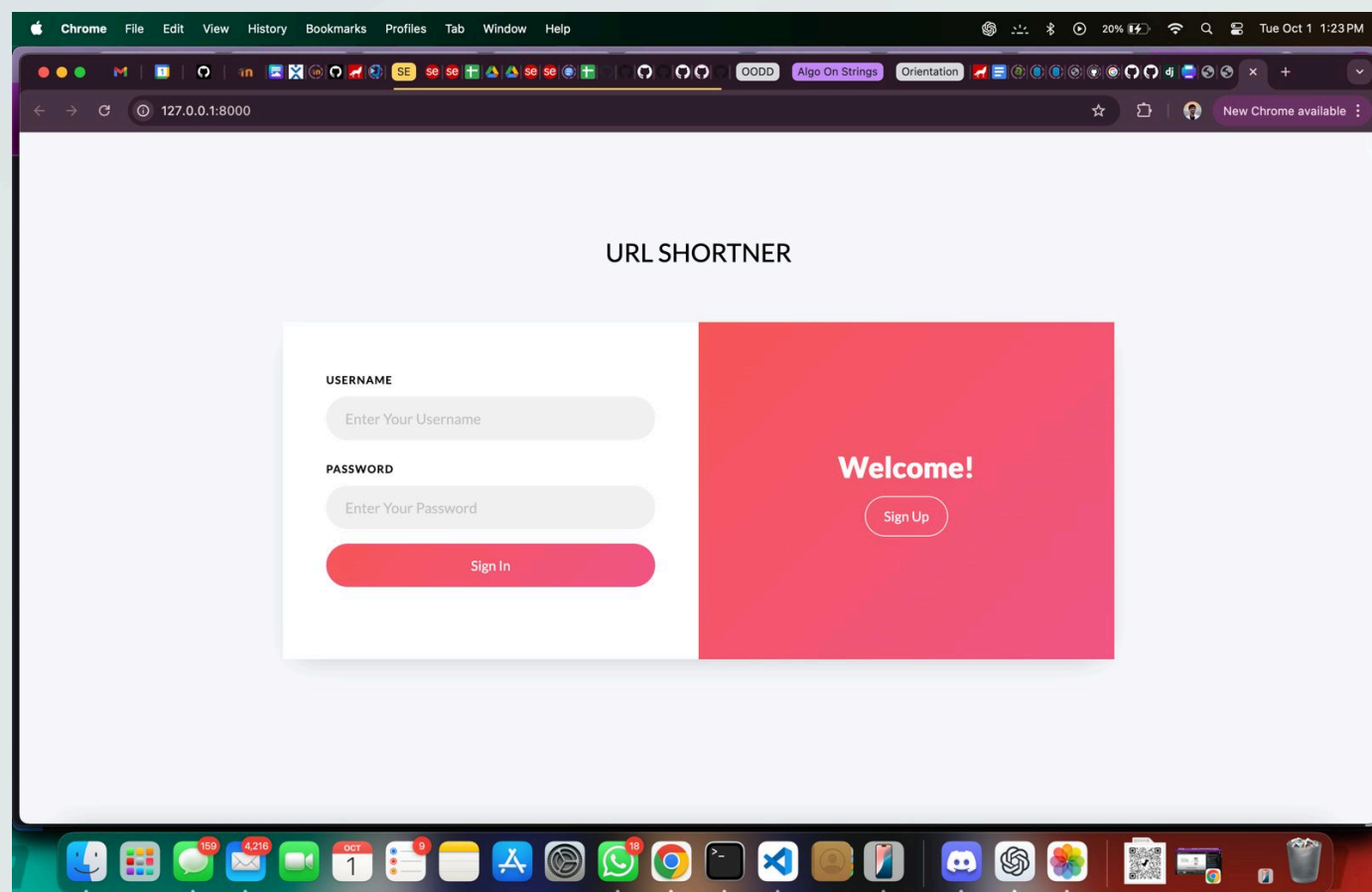
Key Features

- Users can create secure accounts to manage their URLs, ensuring data is stored safely and easily accessible.
- Custom URL creation enables users to design unique short links that reflect their personal or brand identity.
- Built-in analytics track link usage and engagement, providing valuable insights into audience behavior.
- An intuitive user interface makes navigation seamless and straightforward, enhancing the overall user experience.

Methodology

- We redesigned the user interface using HTML, CSS, and JavaScript to create a more engaging and user-friendly experience.
- The backend is developed with Python and Django, providing a robust framework for secure and efficient URL management.
- Secure login and signup processes were integrated to protect user information and maintain privacy.
- Comprehensive testing was conducted to ensure all features function correctly and provide a smooth user experience.

Enhancements

- We plan to introduce bulk URL shortening, allowing the platform to scale efficiently for large marketing campaigns.
- By utilizing a load balancer, we will be able to track user clicks and provide detailed location data for better insights.
- A visual analytics dashboard offers clear, easy-to-understand metrics, helping users monitor link performance effectively.
- Enhanced error handling ensures that users receive friendly guidance, making it easy to resolve any issues.
- Rigorous testing will be implemented to maintain a high standard of code quality and minimize bugs.

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