Document Scope

This document serves to summarize our overall approach and plan for a project. Included will be a breakdown of our group, how we work and what we intend to accomplish. We will discuss what the goal is, how we intend to get there, and how this project (app) will affect its users. We will also dive into and discuss the functions of our app in more depth. We will show distinct functions at a lower level, as well as an overall system breakdown and design. All of this culminated together will give a good picture of the overall completed system. We hope that this will allow you, as a user, to see what the capabilities of this app could be and what it will do for its intended audience.

Application Overview

Our application will be a different take on social media. It is not social media as is typically executed or commonly known. The idea is to have a social platform that will organize interests, topics, and fields into distinct groups called communities. A user would then be able to join our application, which we will call Reddit, and search for and browse through these different communities. Once they find something they like, they can then join that community. A user can then contribute to a community by making a new post on that particular subject matter, commenting on an existing user’s post, and posting pictures, videos, or links to other places with the same relating content. It will be a place where people from all around the world can go to find others with the same interests and discuss things, all while being organized into subgroups. There will also be some underlying mechanics and functions to the app, which will allow users to give credit to others who have made a particularly strong point or contribution. These will be discussed in more depth later in this document. Lastly, to ensure there will be a community for everyone, Reddit will allow users to create new groups for that very niche interest that may be not so common.

Problem/Opportunity Description

The overall goal of this project is to help connect people via interests and ideas about those interests rather than the typical social platform experience. We see this as an opportunity to create a social platform that is unlike anything available today. People using our app will come here for a much different purpose than simply posting a selfie. We feel that a deeper connection can be found when it is based on a common ground, such as a particular interest.

Putting aside the skin-deep “friendship” of some other platforms, we hope to allow people to connect with others and have enjoyable conversation, input, and learn more about the particular subject at hand. Speaking of learning, that is another goal of this platform. While discussions are being started based on a particular subject matter, professionals, experts, and laypeople alike are able to discuss and comment on posts in that subject’s community. This will foster some educational aspects to a subject.

Of course, keep in mind this is the internet, so take any information as knowing it could be completely false. This is a necessary component however, because it allows anyone and everyone to join in any discussions they please. Moderators will be a necessary part of every community. They will ensure that things stay on topic. As an example, in the end we want to be able to foster a place where a user can go to discuss something like canning food, and then hop into another community instantly and discuss what new equipment they should add to their skydiving gear. Users can seamlessly switch between their interests and enjoy posts and conversations in all of the things they choose to be involved in. Once a user logs in, their feed will only be posts in the subject matters they have subscribed to. Therefore, every user will have a unique experience tailored to exactly the likes and interests they have chosen, without other subject matter that is meaningless to them.

Anticipated Business/Personal Benefits

What we would like to achieve through our app is to become a platform that connects the world. We are looking to take down country, state boundaries, and give the community a way to learn about the world around them by networking with other likeminded people. Unlike other social media platforms, we are looking for Reddit to be a place that focuses on specific subject matters and helps people feel heard regarding these subjects. Our hope is that this platform can become an outlet for people who are enthusiastic about their interests, no matter how common or uncommon those interests are. As a company, we want to create a platform to foster people’s interests in what they care about while sharing the same passion with others from all over the globe.

Our hope is to benefit virtually any user who is interested to read about, discuss, or question any particular topic that piques their interest. We want to help foster discussions and connections between professionals and laypeople alike in any subject matter. While we anticipate there will be communities for most common subjects and topics, we also welcome users to make obscure or niche communities for those lesser-known interests or hobbies. If someone has a peculiar interest in, say, thumbtack collecting, then we encourage them to make a community for this on reddit and see if others are out there who share your same interests! On another note, we will not limit our communities to only be of a hard-subject matter such as books, cars, or science. We also welcome different genres (such as horror), schools of thought, beliefs, etc. In other words, there is limitless potential to the types of communities that can be found and created by users in reddit. From religion, to comedy, to vague interests and serious scientific topics, we want everyone to find a place on Reddit. A place where they can learn, share, and connect with other users all through the same interests, no matter how common or not-so-common, strange, or outlandish these interests are. To summarize, it will be a place where anyone and everyone could find a place to fit their interests with other like-minded individuals.