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**Clucker**

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# Overview -Executive summary

## Elevator Pitch / High Concept

Clucker is a new fresh take on social media. Taking inspiration from past and present social media platforms, Clucker aims to reimagine what the social media has to be. Not to be seen as a place for grand-standing or long eloquent presentation, Clucker is for those who know what they want to say and want to get it out quickly and easily. Clucks are simple and short, utilizing a word count to get directly to the point of what you want express.

## Key Features/ Product goals

* Clucks

Clucks are the heart of Clucker. Have something to say? Cluck it out. But keep it simple, because Clucks are limited in length. There is no barrier to “what” can be said, only the amount of space in which you can try to say. Getting your ideas out in our particularly concise format is not easy, but it is what aims to separate Clucker from the rest of the social media field we currently have.

* Egg System

After you send your Cluck out to the world, it can be judged by the rest of the Clucker community. By incorporating a unique Like/Dislike system, your account gains notoriety. Users who “like” your Cluck can give it an Egg, likewise users who disagree can “dislike” a Cluck to take an Egg away. Continue to gain positive feedback, and your Clucks will climb to the top of the Discover page. However, if your ideas garner negative reception, you will find that your time at the top of the Clucker mountain can be short lived.

## Target Audience

Primary:

The primary audience for Clucker is everyone who is currently turned off by the direction that modern social media has taken. Log into your Facebook or Twitter and you can’t escape the bombardment of advertisements disguised as content or page long posts that make you stop scrolling to read a novel. For all their worth, they are cumbersome and exhausting. Those people looking for an outlet from that monotony will find a new home on Clucker.

Secondary:

Everyone. Clucker will be all inclusive, accepting of all. With no barrier to entry and an easy to use interface, Clucker will be an incredibly easy platform to pick-up and start using, regardless of a user’s experience with technology or existing social media platforms. By making the product available to all at a low entry point, Clucker hopes to attract any one looking for a casual distraction.

# Comparable products

### Facebook

Graphical user interface, text, application, chat or text message

Description automatically generated

Facebook utilizes a scrolling feed very similar to the Feed being implemented on Clucker.

### Twitter

Graphical user interface, text, application, chat or text message

Description automatically generated

Twitter’s barebones UI design, presenting the user generated content in a slimmed down framework is a component that is being emulated within Clucker. Additionally, calling back to Twitter's early days, the restriction on how much content a user can post at one time.

### Vine

Vine offers inspiration to Clucker thematically, not as much visually. The “gimmick” of Vine was that a user's video content could be no longer than 6 seconds. This in turn led to a great deal of creativity from its user base to put out compelling and entertaining videos in such a small size. Clucker’s word count is a homage to Vine's concept.

### Tiktok

Similar to VINE, TikTok asks its users to create short videos as its content however they are not as restrictive as Vine was on the time limit. Additionally, TikTok has a “For You" feature where they highlight popular content even if you aren’t subscribed to it.

# Interactivity

## SCreens and User interfaces

### Screens

The general design is for the content to be presented on a series of “Primary" screens, with additional information and settings to be found on what would be considered “Secondary" screens. The following is a break down of the “Primary/Secondary" screens and their purposes within our application.

Primary Screens:

Feed – The Feed Screen is the main source of information coming out of Clucker. Here is where the Clucks of anyone users are following will be displayed for the user to read and react to. Featuring a scrolling interface, the Feed will feature a selection of Clucks from followed accounts in a chronological order. From the Feed a user will be able to Like/Dislike displayed Clucks or access the Cluck Comment Screen to post a Comment to another user’s Cluck.

Discover – The Discover Screen is where users will find new accounts to follow. Building on the Egg system, accounts or Clucks that have gained acclaim will appear on the Discover Screen for users to view and potentially follow. This is not a searchable page, it is a static display of currently popular accounts/Clucks across the whole platform. Additionally, from the Discover Screen a user can Like/Dislike a Cluck or post a Cluck Comment.

New Cluck – The New Cluck Screen is where the user will compose their Clucks. Featuring a simple text-box design, a user only has to type out their message, and click send. The Cluck is posted to their Profile and will then be populated to the Feed of any user who has followed their account.

Search – The Search Page is where users can manually search for accounts to follow. The Search result is split between accounts that match the search criteria and Clucks that match. There is no automatic populating content here, the search page will display nothing unless the user initiates a search.

Notifications – The Notifications Screen is where to user will be informed of interaction on their account. Notifications will include replies to their Clucks, new followers on their account, and when their account or Clucks hit specific Like/Dislike criteria or follower milestones

Secondary Screens:

Profile – The Profile screen has two variants. The first is the user’s own Profile. Here they will see a history of their own account, with all their Clucks displayed and their current Egg count. The second is the Profile of other users. Here a user can view another person’s Clucks and decide if they want to follow that person. The Profile page will also allow a user to display a short description of themselves or their account, and will support hyperlinks to allow them to link their Clucker account to external sites.

Cluck Comment – The Cluck Comment Screen will function similarly to the New Cluck Screen, however the Cluck Comment is attached to the relevant Cluck that they are Commenting to. Replies can be Liked/Disliked, however they cannot be directly Replied to on their own. Each main Cluck supports a single Cluck Comment thread, but Cluck Replies do not. Like the New Cluck Screen, the Cluck Comment Screen will utilize a simple text-box to create the Comment and Replies are bound to the same content restrictions as New Clucks.

Settings – The Settings Screen allows a user to access customization and display settings that can be adjusted to their liking. The Settings Screen will utilize an accordion folder structure, with the main Tabs being Account, Privacy, Notifications, and Display and Sound. Opening a Tab will display relevant options, and opening a subsequent Tab will close the previously selected Tab.

User Menu – The User Menu Screen is where a user will access options unique to their account, not to the application itself. From here the User can access the Profile edit options, view Terms of Service and Privacy Statements, access the Settings Screen, view their own Profile, or Log Out of Clucker.

Login - The Login Screen is classified as a Secondary Screen in our breakdown due to the fact that it does not display any application relevant data to the user. From this screen the user will either input their account information and login in, or select the option to Sign-Up for a Clucker account.

Sign-Up – The Sign-Up Screen is where a user will fill out the basic forms to create their account for the first time. Selecting a Username, entering their email address and setting a password will be handled from this Scree.

### Navigation Bar

The Navigation bar, located at the bottom of the application, is the primary method by which users will navigate through the Clucker application. The Navigation Bar features 5 buttons, each one linked to one of the 5 Primary Screens. Leaving a Primary Screen for a Secondary Screen will remove the Navigation Bar from its location, however each Secondary Screen will be able to traverse back through the path it took to reach that Screen. Going back will eventually lead you back to a Primary Screen and return the Navigation Bar to its proper location.

### Table View

## Hardware interfaces

Clucker is being designed as a mobile application, with potential support for a web-based version. As such, the primary hardware interface will be mobile device with a touchscreen. Additionally supported are audio components and tactile feedback(vibrations).

For the web-based version, standard mouse and keyboard is the targeted interface.

# Requirements / System Overview

### Data Architecture

MySQL Relational Database

### Back-end architecture

Spring Framework, using Java

Spring Boot, using Java

Hibernate and JPA, using Java

Web-Based Hosting Service (AWS/Firebase)

### front-end Architecture

Flutter, using Dart

# Functional Descriptions

## Clucks

Clucks are what make Clucker different than other social media platforms. Bearing a striking resemblance to “Tweets", Clucks are short statements to the world about what you are thinking. Short is the key term here, with Clucks utilizing a word/character limit to restrict how much can be said in a given Cluck. Additionally, Clucks come in 2 different varieties:

Clucks – While there are also referred to as “standard Clucks" or “new Clucks", this is the heart and soul of our application. Clucks feature a Like/Dislike count which reports to your account Egg count, and they have an attached Comment Thread. The Comment Thread allows other user to post their own thoughts about whatever you Clucked originally. On the main Cluck you will see 2 counts, one for how many comments are attached to it and one for its current Egg count. The Egg count is displayed as a single positive, or negative, integer.

Comment Clucks – These Clucks are functionally identical to standard Clucks, however that do not have the attached Comment Thread. To prevent information from getting buried in a sprawling mess of nested Comment conversations, Comment Clucks can only be attached to standard Clucks. Since Comment Clucks can not be directly Replied to, they do not need to display a Comment count. They do still have the same Like/Dislike feature found on standard Clucks.

## Egg

The Egg system is designed to give an “At a Glance" view of a user’s overall account reception by the rest of the Clucker community. How the system works is simple:

A user posts their first Cluck and gets 17 Likes and 5 Dislikes. By subtracting their Dislikes form their Likes, we get 12. The user’s account will reflect a net gain of 12 Eggs. On their second Cluck, the user doesn’t get as much positive traction and garners only 4 Likes alongside 13 Dislikes. Using the same formula, this results in a net loss of 9 Eggs. Adding the -9 Eggs to the user’s previous total of 12 results in a new Egg count of 3. This system repeats itself for every Cluck a user makes.

The Egg system fills two functional roles. First it gives each user a standing within the community. When viewing a user's Profile, their Egg count will be prominently displayed near the top of the page. This will them be a Tool that can be used by other user's when deciding if they want to follow that particular user on Clucker. The other function is its interaction with the Discover feature. The Egg count is a crucial part that is considered when determining which accounts and individual Clucks will be displayed on the global Discover feed.

## DIscover

The Discover Screen is the only Screen where all Clucker users will see the same content. Utilizing a layout very similar to the main user Feed, the Discover feed will present a user with the top accounts or Clucks currently making their way around the community. This could sometimes be from an account you already follow, or it could even be from your own account. The Discover Feed is a global feature, and what one user see's is what all user's will see. Content on the Discover feed will be selected primarily through the use of the Egg system. Things like Top 10 Egg counts will land a user's account on the Discover feed, but so will the Bottom 10 counts. Likewise, the most Liked/Disliked individual Clucks will show up, even if the account that posted them isn’t in the Top/Bottom rankings. Additionally, Clucks or accounts that have gained or loss a significant amount of traction within a specific period of time will show up as “big movers" in the given period of time. This is one of the most exciting features Clucker has to offer and is something that sets it apart from other social media.

## Profiles

User Profiles are a collection point for all of a user’s Clucks and provides basic information about the user. The basic layout of the Profile is very simple. The users Profile picture will be displayed at the top, followed by a short description that is written by the user in Edit Profile mode. Additionally, within the Profile description, hyperlinks will be supported to allow a user to link to an external site. Beneath the description, the users current Egg total will be displayed. Underneath that will be the number of accounts filling that Profile and the number of accounts that Profile is following. That makes up the basic layout of the Profile Screen. What follows after that is the user's entire history of Clucks. Displayed in chronological order, all Clucks that a user has posted are presented in a personal feed.

## Notifications

The Notification Screen displays relevant updates to a user pertinent to their account. New followers, Cluck Replies, and account milestones are displayed in the Notification feed.

## Search

The Search Screen allows a user to search for specific content. Split into two feeds, the Search Screen can return accounts that match the specified criteria or Clucks that match.