Authored by

Leandro Yabut

Charles Holdren

Zachary Culpepper

Icon

Description automatically generated

**Clucker**

Last updated: January 25, 2022

# Overview -Executive summary

## Elevator Pitch / High Concept

Taking inspiration from social media platforms, past and present, Clucker aims to capture what social media has long forgotten, freedom. Not in the sense of 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 number of words in which you can try to say. Getting your ideas out in this concise format is not only challenging, but fun! 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 can gain notoriety or infamy. Likes and Dislikes are tallied up for each cluck, resulting in an aggregate count. Users who “like” your Cluck can give you an Egg, which boosts the egg count shown on your profile. Likewise, users who disagree can “dislike” your Cluck, subtracting potential eggs from your account. 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 may find yourself featured on the negative version of the Discover page.

## 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. People looking for an outlet away from that monotony will find a new home on Clucker.

### Secondary

Clucker is for 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 anyone 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

Like 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

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 acts as Clucker’s home page, where the Clucks of all users you are following will be displayed for you to read and react to. Featuring a scrolling interface, all Clucks will be displayed in chronological order. From the Feed, you will be able to like, dislike, or view the Comment screen of a particular cluck.

Discover

The Discover screens are where users will find the most popular and unpopular accounts on Clucker. Utilizing a duo page system, accounts and Clucks can appear on either screen depending on their reputation, calculated by Eggs and Follows. The Discover screens are updated daily and all users on Clucker will see the same accounts and Clucks. No matter what preference, popular or unpopular, users on Clucker will compete to make it on Discover and earn a chance to be noticed.

Search

The Search screen is where you can search for Clucks and Users by keyword. Split between two tabs, for Clucks and Users respectively, users on Clucker will find a sense of familiarity and ease-of-use on this screen for filtering search results. Upon opening the Search screen, users are prompted to begin a search before any content is populated.

Notifications

The Notifications screen is where you will be notified of interaction with your account. Types of notifications include: comments on your clucks, new followers, and several types of milestones. Milestone notifications are there to notify you when you have reached: a high number of likes on a cluck, a high number of comments on a cluck, or a high number of followers to your account. Note that some milestone notifications are dual, meaning they will notify you when you are receiving a negative reception on Clucker. Negative notifications or each type of notification can be disabled in Settings.

## SCreens and User interfaces (Cont’d)

### Secondary Screens

Profile

The Profile screen is where you can view your own Clucks or the Clucks of a specific user. Some key features present on profiles are an enlarged version of that user’s avatar, a follow button, a profile description, a more options button, join date, and egg count, as well as a list of users that the account is following and a list of their followers. The profile description also supports hyperlinks, so users can post a link to their website or portfolio page.

Profiles behave slightly different between your own and other users. On your own profile, you won’t see a follow button. Another difference is the options listed in the more options menu. On your own profile, the options listed allow you to edit your profile, go to the settings screen, or log out of the Clucker, whereas on profiles other than your own only have the option to block that user.

Comments

The Comments screen can be accessed by clicking the comment button on a Cluck. Here you will see, the Cluck being replied to, a list replies to that Cluck, and a field to submit your own reply. Comments look like Clucks, but won’t appear on the Feed, Discover, or Search screens, neither can comments be replied to. Others can only discover your comments by going to that Cluck’s comment screen.

Settings

The Settings screen is where you can customize settings and fine tune them to your liking. This screen utilizes an accordion folder structure, meaning each category of settings will be grouped in drop down menus that can expand or collapse. By using the accordion folder structure, users will feel less overwhelmed as they can only open one category at a time, and all settings categories will be visible on screen. The three main categories for settings are Account settings, Notification settings, and Display settings.

In addition, the Settings screen will feature buttons that allow you to view Clucker’s About page, Terms of Use and Privacy Policy, along with a button to view a list of the users you have blocked. Once a setting has been modified, a new button will appear that allows you to revert your settings to their previous values.

Login

The Login screen is the first screen you will see when installing Clucker, or the next screen you will see after logging out. From here, you can login if you already have an account, or create a new account with the sign-up button.

Sign-Up

The Sign-Up screens are where you can create a new account on Clucker. On the first screen, you will select a unique username. Next, you will be taken to the screen where you enter an email address and choose a password. After this information is submitted, you will be greeted with an animation and greeting message. On the last screen, you will have an opportunity to upload an avatar, or skip this step. Once all is done, you will be ready to start exploring Clucker, and you will arrive on the Feed Screen.

## SCreens and User interfaces (Cont’d)

### New Cluck

The New Cluck overlay is where you can compose your Clucks. Featuring a simple text-box design, it’s as simple as typing out your message, and clicking send. Afterwards, your Cluck is posted to your profile and will appear in the Feeds of your followers.

### Navigation Bar

The Navigation Bar, located at the bottom of the application, is the primary method by which you can navigate through the Clucker application. The Navigation Bar features five buttons, four of which are linked to the four primary screens and the middle button opens the New Cluck overlay. For convenience, the Navigation Bar is also featured on profiles, so you may easily return to a primary screen.

## 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 define the content posted to Clucker. Generated by users, Clucks have a six-word limit delimited by whitespace characters and is intentionally abusable. Each Cluck has a Comment thread, which can be accessed by clicking the comment button. The number of comments a Cluck has is also represented above the icon. Clucks also feature Like and Dislike Buttons, which reflect an aggregate rating count displayed above and between both buttons.

## Comments

Comments define the content posted to a Cluck. Comments are like Clucks in that they feature Like and Dislike Buttons, but do not feature a comment button. This prevents information from getting buried in a sprawling mess of nested comment conversations.

## Egg

Eggs define user reputation on Clucker. They are represented on each Cluck as Like and Dislike Buttons. Each Cluck’s aggregate rating, Likes plus Dislikes, is tallied up and reflected on profile pages as a total count. Egg ratings in the negative range will be prefixed as such, with a (-) symbol, and ratings in the positive range will be displayed with no prefix. Eggs assign a reputation to each user, which guides the user in decision making regarding the validity of that user or particular Cluck. Eggs are also used in calculating what will be populated on the Discover screens.

## DIscover

Discover defines the screen where all Clucker users can see the most popular and unpopular Clucks and Users. Discover is broken up into two pages, where the left page is the popular feed, and the right page is the unpopular feed. The user can switch between pages by swiping left or right.

## Profiles

Profiles define a screen dedicated to a user on Clucker. From a profile other than the users own, the user can choose to follow, block, or browse the Clucks associated with that account. The user can also view their own profile, where they are given the option to edit their profile, access settings, or log out. All profiles also feature that user’s avatar, username, a profile description which supports hyperlinks, a total egg count, and a join date.

## Notifications

Notifications define the messages user will receive on the Notification screen. Notifications are connected to activity with the user’s account and Clucks. to a user pertinent to their account.

## Search

Search defines the action users will take on the Search screen. From the Search screen, users can search for Users and Clucks by keyword.