



Marathwada Mitra mandal's  
**COLLEGE OF ENGINEERING**

Karvenagar, Pune

An Autonomous Institute

**Presentation**

**On**

**Social Media Platform Concept: Develop a concept for a social media platform with innovative features for content sharing, community building, and personalization.**



## Group Information

| Sr.No | PRN No.   | Name of students   |
|-------|-----------|--------------------|
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# Outline:

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# Introduction

**Purpose:** To design an innovative social media platform **Soci360** that provides a safe, intelligent, and personalized space for users to connect, collaborate, and express themselves authentically.

**Overview:** Soci360 aims to empower users with AI-driven personalization, real-time file sharing, smart chatbots, and mental wellness tools, creating an ecosystem where quality interactions matter more than quantity.

## **Key Themes:**

**Content Sharing:** Smart posts, collaborative threads, file sharing

**Community Building:** Secure, AI-moderated micro-communities

**Personalization:** Mood-based feeds, dynamic interests tracking

# Research

- Users seek **more meaningful and private interactions** rather than random mass content.
- **Smart assistance** (like AI chatbots) is becoming essential for better UX.
- **File sharing integration** within social platforms is highly demanded, especially by students and professionals.
- Growing fatigue from **algorithm-driven negativity** and **irrelevant content**.
- Mental health awareness pushes need for **focus modes** and **positive content filters**.

# Analysis

## Strengths

- **AI-Driven feed personalization.**
- **Integrated file sharing in posts and chats.**
- **Smart AI chatbot support for navigation and queries.**
- **Mood-based, customizable content feeds.**

## Weaknesses

- **Users may need onboarding to understand mood-based feeds.**
- **Data security for shared files needs strong encryption.**

# Ideate

A **next-generation social app** combining content sharing, mood-based feeds, real-time community interactions, and intelligent assistance.

- Features:
  - Micro-communities organized by interests, moods, and professions.
  - AI chatbot "SociBot" to assist users.
  - Focus Mode: Restrict to positive or uplifting content.
  - Smart File Sharing: Share documents, images, and videos securely within the app.

# Build

**Mood-Driven User Experience:** App layout and content change dynamically based on user mood selection.

**Minimalist and Intuitive Design:** Clean interfaces for easy navigation and better accessibility.

**Integrated AI Features:** Smart recommendations, auto-tagging of posts, and chatbot interactions.

**Advanced Privacy:** End-to-end encryption for chats, communities, and file transfers.

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# Test

## Focus Areas:

- File sharing system reliability
- SociBot (AI Chatbot) user experience and query accuracy
- Mood feed filtering and content recommendations

## Methods:

- Closed Beta testing with early users (students, creators, professionals)
- Usability testing through session recordings and surveys
- A/B testing: Mood Feed vs Traditional Feed

# Implement

## Software Requirements:

- **Figma:** For prototyping and UI/UX design.
- **GitHub:** For source code management and team collaboration.
- **Firebase:** For authentication, cloud storage, and file sharing backend.
- **TensorFlow Lite:** Lightweight AI for chatbot and feed personalization.

# Hardware Requirement

## **Minimum Requirements:**

- Processor: Intel i5 10th Gen or AMD Ryzen 5 and above
- RAM: 8GB (16GB recommended)
- Storage: 512GB SSD
- Display: Full HD or 2K monitor for design and development
- OS: Windows 10/11, macOS Ventura, or compatible Linux distributions

# Links

1.Upload Video Link Here

[https://youtu.be/S2DAmyYi\\_Dg?si=vdwj-\\_yB4BndJ7GV](https://youtu.be/S2DAmyYi_Dg?si=vdwj-_yB4BndJ7GV)

3. Upload Project Link here (Classroom Link and Github link)

<https://github.com/cipher-63/Social-media-app.git>

# Reference

Ex.

- [1] "Designing for Emotion" by Aarron Walter
- [2] Online Articles:  
<https://uxdesign.cc/>  
<https://www.nngroup.com/>
- [3] Tools and Resources:  
<https://www.figma.com/>  
<https://firebase.google.com/>
- [4] AI Bot Training:  
<https://cloud.google.com/dialogflow/>