



## Project Based Learning

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

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**Date:**

**Faculty In-Charge**

# **CHAPTER 1**

## **Introduction**

### **1.1 Brief Overview of the Project**

- This project focuses on the creation of a conceptual model for a new-age social media platform aimed at revolutionizing digital interaction.
- The platform prioritizes three pillars: **content sharing**, **community building**, and **personalization**.
- It envisions a dynamic space where users are not just consumers but active creators and collaborators.
- Features will include smart feeds, interest-based communities, AI-driven personalization, and privacy-centric sharing tools.

### **1.2 Objective**

#### **Content Sharing Innovation**

- Enable seamless sharing of various content types including text, images, videos, polls, and live sessions.
- Introduce interactive and collaborative post formats (e.g., dual posts, co-authored reels).
- Implement real-time content moderation tools to ensure safe sharing.

#### **Advanced Personalization**

- Use AI/ML algorithms to deliver highly personalized content feeds based on user interests, behavior, and activity.
- Offer customizable feed filters to give users control over what they see.
- Adapt content suggestions using emotional and contextual analysis (e.g., mood-based content).

#### **Community Building**

- Develop features that support the creation and growth of niche communities (e.g., interest-based clubs, location-specific groups).
- Equip community moderators with advanced tools for managing discussions, events, and content curation.
- Encourage positive interactions through gamified reputation systems and community recognition badges.

## User Wellness and Digital Balance

- Incorporate built-in digital wellness tools such as screen time reminders, focus mode, and mental health check-ins.
- Promote a clutter-free and ad-lite experience to reduce content fatigue.
- Design features that support emotional expression, including emoji reactions, journal posts, and safe spaces.

## Privacy and Security First

- Provide granular privacy controls for posts, profile visibility, and interactions.
- Include end-to-end encryption for personal chats and sensitive content.
- Ensure GDPR-compliance and ethical data usage with transparent policies.

### 1.3 Importance of UX in Social Platforms

- **Improves User Retention**  
A smooth, intuitive interface keeps users engaged longer and encourages them to return regularly.
- **Simplifies Navigation**  
Clear and logical layouts help users easily explore content, join communities, and perform key actions without confusion.
- **Builds Trust and Transparency**  
A well-designed UX communicates privacy settings, content visibility, and data usage clearly, making users feel secure.
- **Enhances Content Discovery**  
Smart UX design helps users find relevant content quickly through personalized feeds, search filters, and recommendations.
- **Supports Mental Well-being**  
UX features like focus mode, reduced clutter, and screen time tracking contribute to healthier digital habits.
- **Boosts Community Interaction**  
Easy-to-use tools for posting, commenting, and managing groups encourage meaningful interactions and stronger connections.

# CHAPTER 2

## UX Research Report – Social Media App

### 2.1 Research Methods

To understand user behavior and pain points in social media usage, we used:

- **Surveys:** Collected data from 40+ users via Google Forms to identify social media habits, AI feature interests, and privacy concerns.
  - **Interviews:** Conducted 7 in-depth interviews with content creators, casual users, and new joiners.
  - **Focus Groups:** Gathered qualitative feedback on app design expectations and content sharing frustrations.
  - **Usability Testing:** Evaluated early prototypes to observe real-time challenges in navigation and posting.
  - **Competitive Analysis:** Reviewed Instagram, TikTok, Snapchat, and Discord to analyze gaps and strengths in current social apps.
  - **Data Analytics:** Reviewed app analytics to observe feature usage frequency, drop-off points, and time-on-task.
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### 2.2 Survey Results & Interviews

#### Survey Insights

- Common Challenges:
  - Inconsistent algorithm visibility
  - Overwhelming amount of content and notifications
  - Lack of onboarding support for new users
  - Confusing privacy settings and options
  - Users struggle with discovering niche or local content
- Preferred Features:
  - AI-powered caption and hashtag suggestions
  - Smart filters for content
  - Customizable profiles and themes
  - File sharing in DMs and group chats
  - “Favorites” and “Save for Later” functionality
  - Discover tab based on personal interests and location

#### Interview Quotes

- "Sometimes I get too many irrelevant posts in my feed." – Jay, Casual User
  - "I'd love if the app helped me write captions or pick hashtags." – Maya, Content Creator
  - "I was confused at first. It would help if the app had a guided start." – Ali, New User
  - "I worry about sharing videos with strangers. Privacy should be stronger." – Teen user
  - "Why can't I find local content that matches my vibe?" – Urban user
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## 2.3 User Personas

### Persona 1: Maya – The Content Creator

- Age: 24
- Occupation: Videographer
- Location: Bengaluru
- Tech Savviness: High
- Goals:
  - Grow her audience and engagement
  - Collaborate with brands and creators
  - Get better insight into post performance
- Behaviors:
  - Posts daily, uses reels, engages with trends
  - Analyzes engagement metrics weekly
- Pain Points:
  - Algorithm unpredictability, difficult to track post reach
  - Not enough trend suggestions based on niche
- Motivations:
  - Visibility, creative influence, recognition in niche community

### Persona 2: Jay – The Casual Scroller

- Age: 35
- Occupation: Office Worker
- Location: Pune
- Tech Savviness: Medium
- Goals:
  - Stay updated with social circles
  - Have relaxing entertainment during breaks
- Behaviors:
  - Scrolls 2-3 times a day, mostly stories and quick reels
  - Uses DMs to chat with close friends
- Pain Points:
  - Notification clutter, irrelevant ads
  - Sometimes can't find posts he saw earlier
- Motivations:
  - Simple, light entertainment and easy use
  - App that feels personal and predictable

### Persona 3: Ali – The New User

- Age: 16
- Occupation: Student
- Location: Lucknow
- Tech Savviness: Medium-low
- Goals:
  - Discover content, connect with peers
  - Learn to create and share confidently
- Behaviors:
  - Just joined, relies on AI assistant
  - Browses trending creators and follows suggestions
- Pain Points:
  - App UI is confusing for first-time users

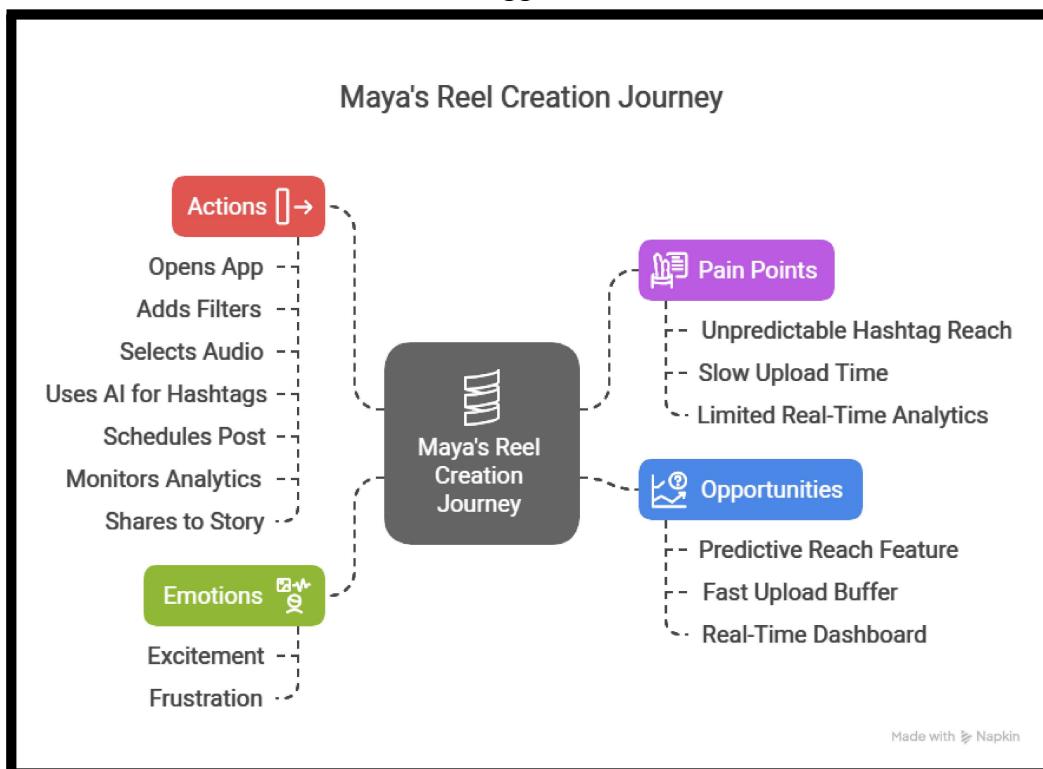
- Gets overwhelmed by features
  - Motivations:
    - Fun, learning how to socialize online
    - Becoming part of online communities
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## 2.4 Journey Maps

### Persona 1: Maya – Content Creator

**Scenario:** Maya wants to upload and optimize a reel for maximum engagement.

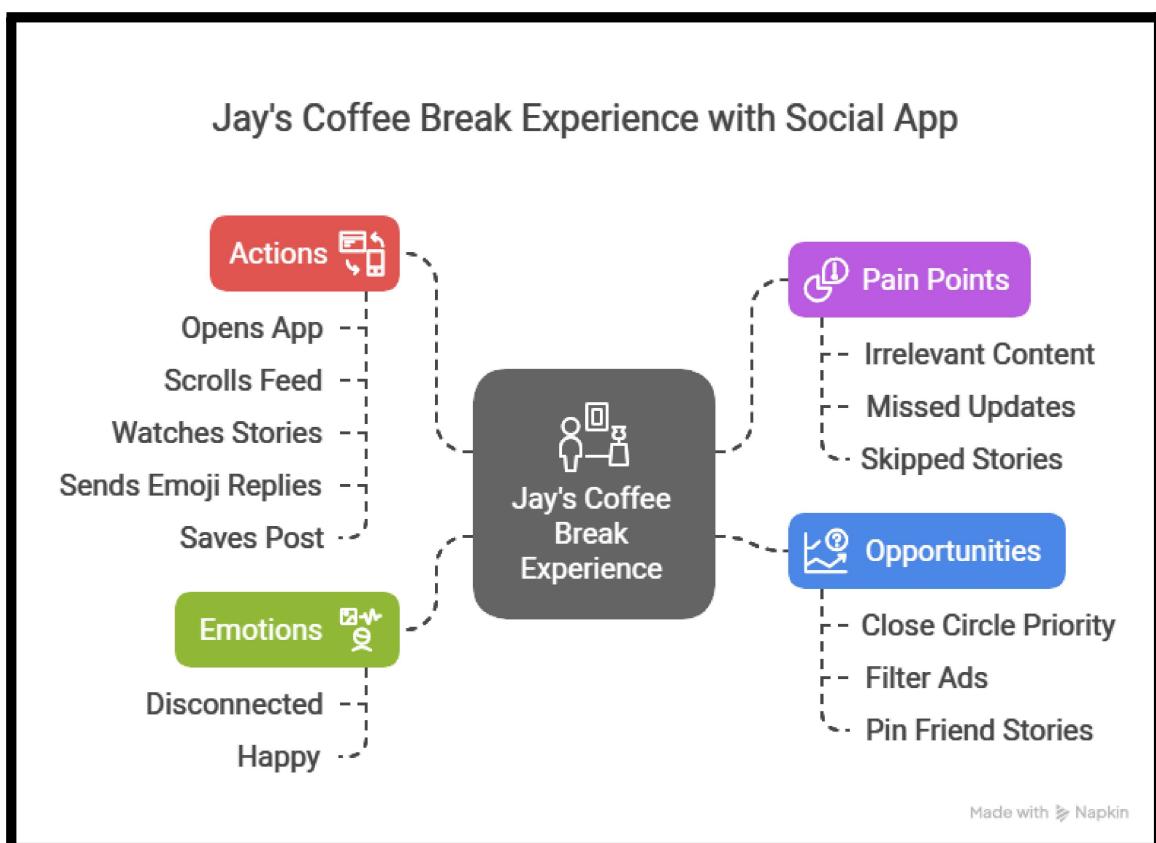
1. **Goal:** Publish trending video with strong reach
2. **Actions:**
  - Opens app → Selects “Create Reel”
  - Adds filters, selects audio, uses AI for hashtags
  - Schedules post → Monitors analytics
  - Shares reel to story for extra views
3. **Pain Points:**
  - Hashtag reach not predictable
  - Upload takes time due to file size
  - Limited analytics on real-time performance
4. **Emotions:**
  - Excited about publishing → Frustrated with slow performance
5. **Opportunities:**
  - Predictive reach feature → Fast upload buffer option
  - Real-time dashboard with AI suggestions



## Persona 2: Jay – Casual User

**Scenario:** Jay wants to catch up with his friends on a coffee break.

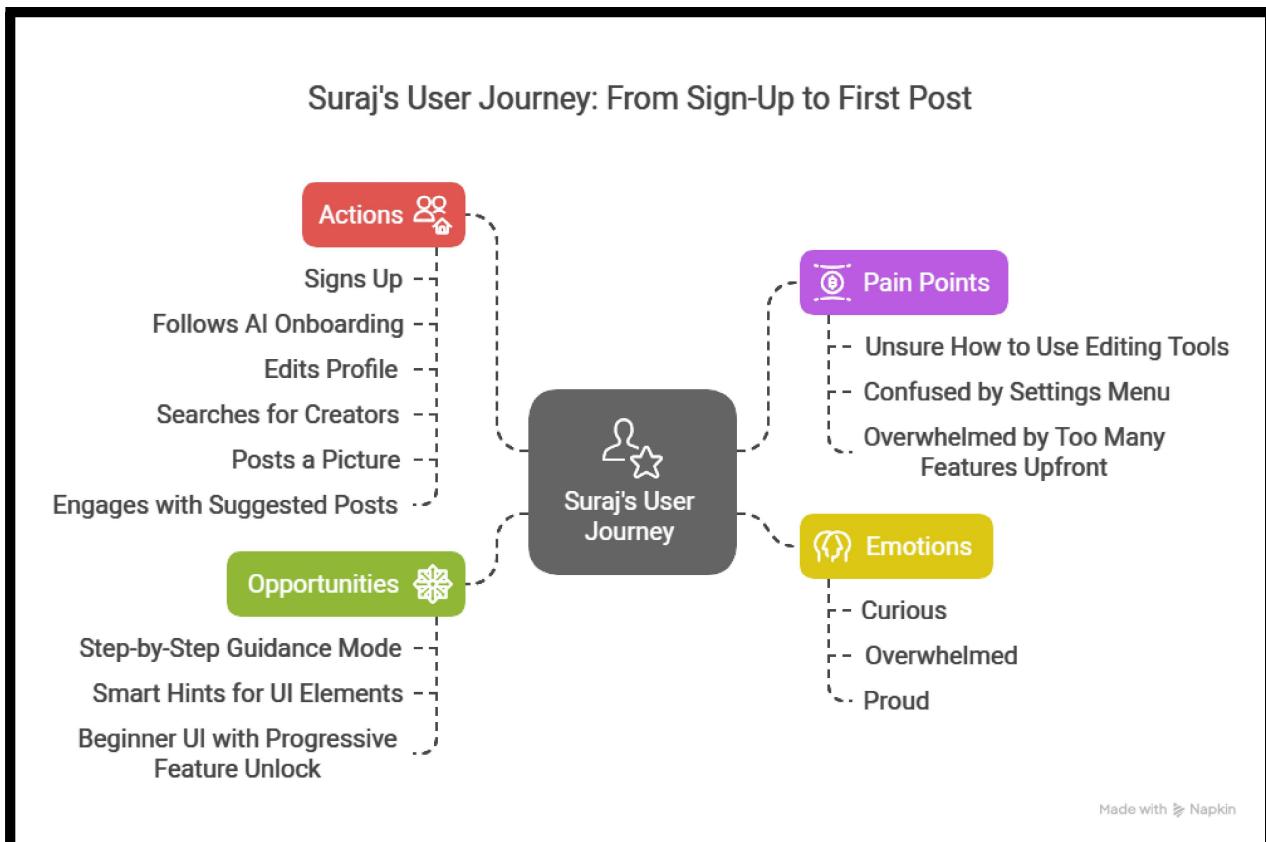
1. **Goal:** View quick updates and share reactions
2. **Actions:**
  - Opens app → Scrolls feed
  - Watches stories → Sends emoji replies
  - Saves a post to view later
3. **Pain Points:**
  - Gets lost in irrelevant suggested content
  - Misses updates from close friends
  - Story bar sometimes skips latest content
4. **Emotions:**
  - Disconnected due to poor curation → Happy with real connections
5. **Opportunities:**
  - “Close Circle Priority” toggle → Filter out ads and low-relevance posts
  - Pin friend stories at top



## Persona 3: Ali – New User

**Scenario:** Ali is trying to make his first post and follow creators he likes.

1. **Goal:** Set up account and start posting
2. **Actions:**
  - Signs up → Follows AI onboarding → Edits profile
  - Searches for creators → Posts a picture
  - Engages with suggested posts
3. **Pain Points:**
  - Unsure how to use editing tools
  - Confused by settings menu
  - Overwhelmed by too many features upfront
4. **Emotions:**
  - Curious → Overwhelmed → Proud after first post
5. **Opportunities:**
  - Step-by-step guidance mode → Smart hints for UI elements
  - Beginner UI with progressive feature unlock



# CHAPTER 3

## UX Audit Document – Social Media App

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### 3.1 Heuristic Evaluation of Existing Social Media Apps

#### 1. Visibility of System Status

- Real-time indicators for uploads, chats, and notifications.
- Feedback appears instantly (e.g., progress bars, live likes/comments).
- Error messages are shown immediately (e.g., “No internet connection”).

#### 2. Match Between System and Real World

- Common social terms used: “Reel,” “Story,” “DM,” “Followers.”
- Conversational UI and onboarding language align with user expectations.
- Emoji support and natural phrasing help mimic real communication.

#### 3. User Control and Freedom

- Draft saving, undo options, and easy backtracking during post creation.
- Comment moderation, mute options, and profile customization are user-driven.

#### 4. Consistency and Standards

- Consistent layout for Feed, Explore, and Profile tabs.
- Standard icon use (e.g., heart for like, paper plane for share).
- Consistent button placement and interaction flows across sections.

#### 5. Error Prevention

- Confirmation prompts before deleting posts or logging out.
- Form validations prevent incomplete submissions (e.g., missing captions).

## 6. Recognition Rather Than Recall

- Hashtag suggestions, visual tooltips, and AI-based tagging reduce cognitive effort.
- Recently used stickers and tools are automatically shown.

## 7. Aesthetic and Minimalist Design

- Clean layout with ample white space and minimal distractions.
- Prioritized content presentation over clutter.

## 8. Help Users Recognize, Diagnose, and Recover from Errors

- Errors include clear messages (e.g., “Image failed to upload. Try again.”).
- Users are offered retry options and linked help support.

## 9. Help and Documentation

- In-app support with FAQ, tutorials, and live chat with AI assistant.
- Profile menu includes “Help Center” and “Report a Problem.”

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## Usability Issues in Popular Social Media Apps

### 1. Cluttered Interface – Example: Facebook

- Issue: Homepage is filled with ads, suggestions, and navigation tabs.
- Impact: Users get distracted and overlook meaningful content.

### 2. Weak Content Personalization – Example: TikTok

- **Issue:** Initial content feed isn't tailored.
- **Impact:** Users disengage if content feels irrelevant.

### **3. Privacy Confusion – Example: Instagram**

- **Issue:** Privacy settings for posts/stories are hard to locate.
- **Impact:** Users overshare or struggle to manage their audience.

### **4. Overwhelming Notifications – Example: Snapchat**

- **Issue:** Frequent alerts lead to notification fatigue.
- **Impact:** Users mute or disable alerts, missing key updates.

### **5. Inconsistent Navigation – Example: Threads**

- **Issue:** Feed interaction differs from conventional UI.
- **Impact:** Confuses users, leading to drop-off.

### **6. Inadequate Feedback – Example: BeReal**

- **Issue:** Upload progress is unclear.
- **Impact:** Users unsure if their action succeeded.

### **7. Feature Overload – Example: Twitter/X**

- **Issue:** Too many similar features (Spaces, Circles, etc.).
- **Impact:** Confusion around when and why to use features.

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## **3.2 Key UX Issues Identified**

### **1. Complex User Flow**

- **Issue:** Posting content or editing profile involves too many steps.
- **Impact:** Users drop tasks midway due to lack of clarity.

### **2. Overwhelming Information**

- **Issue:** Feeds show too many suggestions and trends.

- **Impact:** Users lose focus and scroll passively without engaging.

### **3. Inconsistent Design and Navigation**

- **Issue:** Icons and layouts differ between tabs.
- **Impact:** Users need to re-learn how to interact across sections.

### **4. Lack of Personalization**

- **Issue:** Feeds and Explore pages don't reflect niche or local preferences.
- **Impact:** User satisfaction and retention decline.

### **5. Poor Error Handling and Feedback**

- **Issue:** Vague messages (e.g., "Something went wrong") confuse users.
- **Impact:** Leads to mistrust and incomplete actions.

### **6. Inaccessible Features**

- **Issue:** Small fonts, no alt text, and poor contrast.
- **Impact:** Limits access for differently-abled users.

### **7. Limited Offline Functionality**

- **Issue:** Users can't create posts or drafts without internet.
- **Impact:** Misses content opportunities in low-connectivity areas.

### **8. Unclear Feature Purpose**

- **Issue:** Tools like "Highlights" lack explanation or guidance.
- **Impact:** Underutilization of potentially useful features.

### **9. Content Moderation Uncertainty**

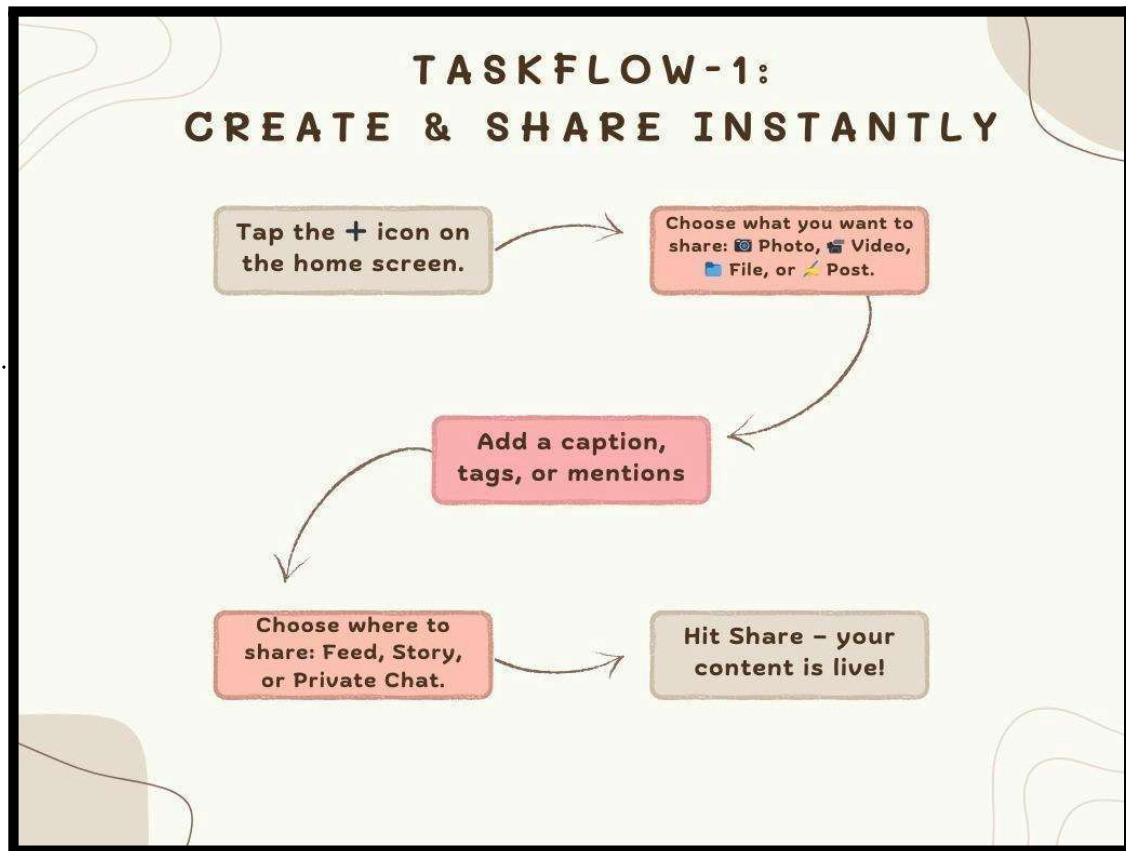
- **Issue:** Post removals are unexplained.
  - **Impact:** Reduces user trust and content security confidence.
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# Chapter 4

## Task Flows & Sitemap

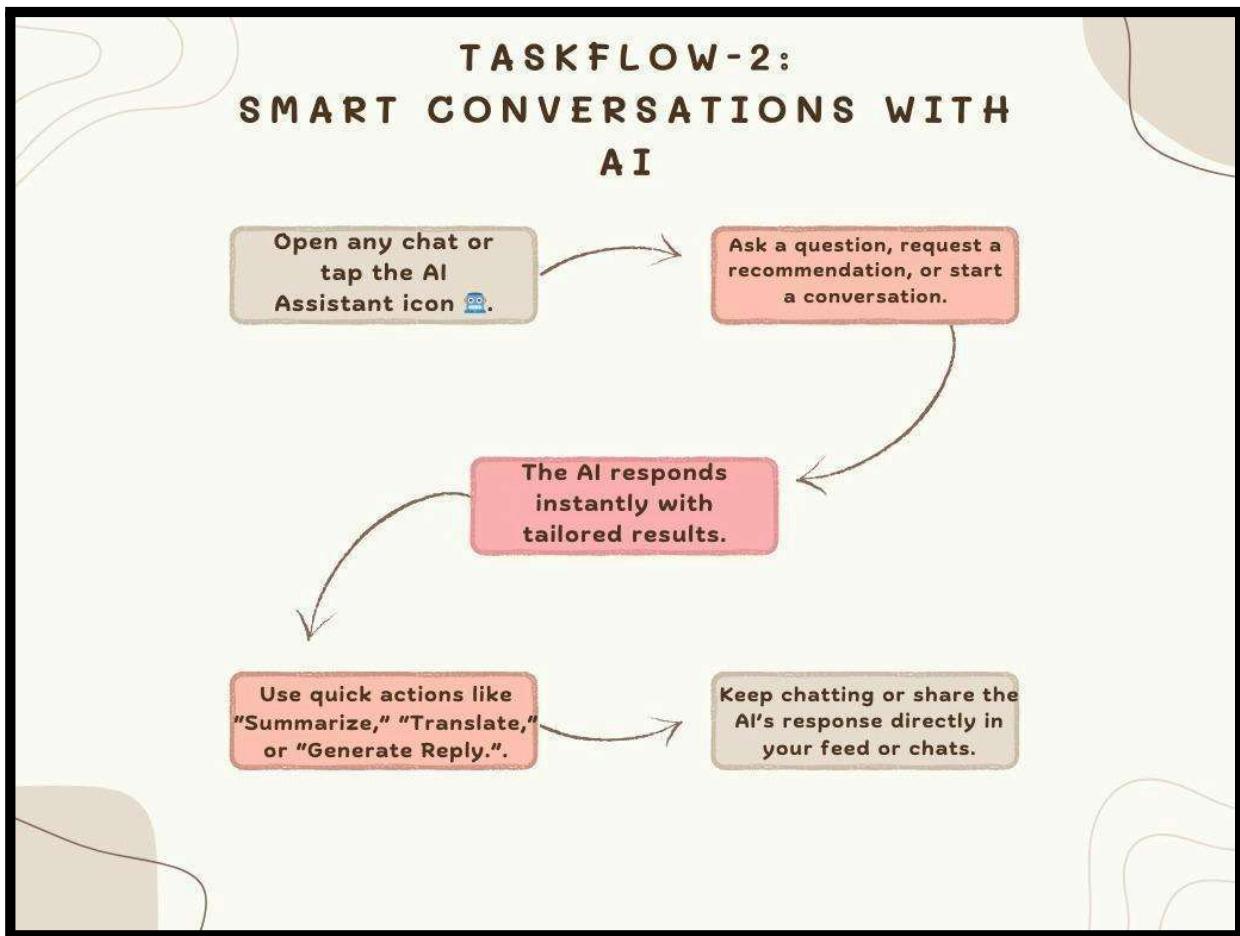
### 1. Task Flow: Create & Share Instantly

1. **Start:** User opens the app and lands on the home screen.
2. **Tap Create Button:** User taps the **+** icon.
3. **Select Content Type:** User chooses to upload a photo, video, file, or text post.
4. **Add Details:** User adds a caption, tags, and selects audience.
5. **Share Content:** User taps "Share" to publish to feed, story, or private chat.
6. **End:** Content is shared, and user is returned to the home feed



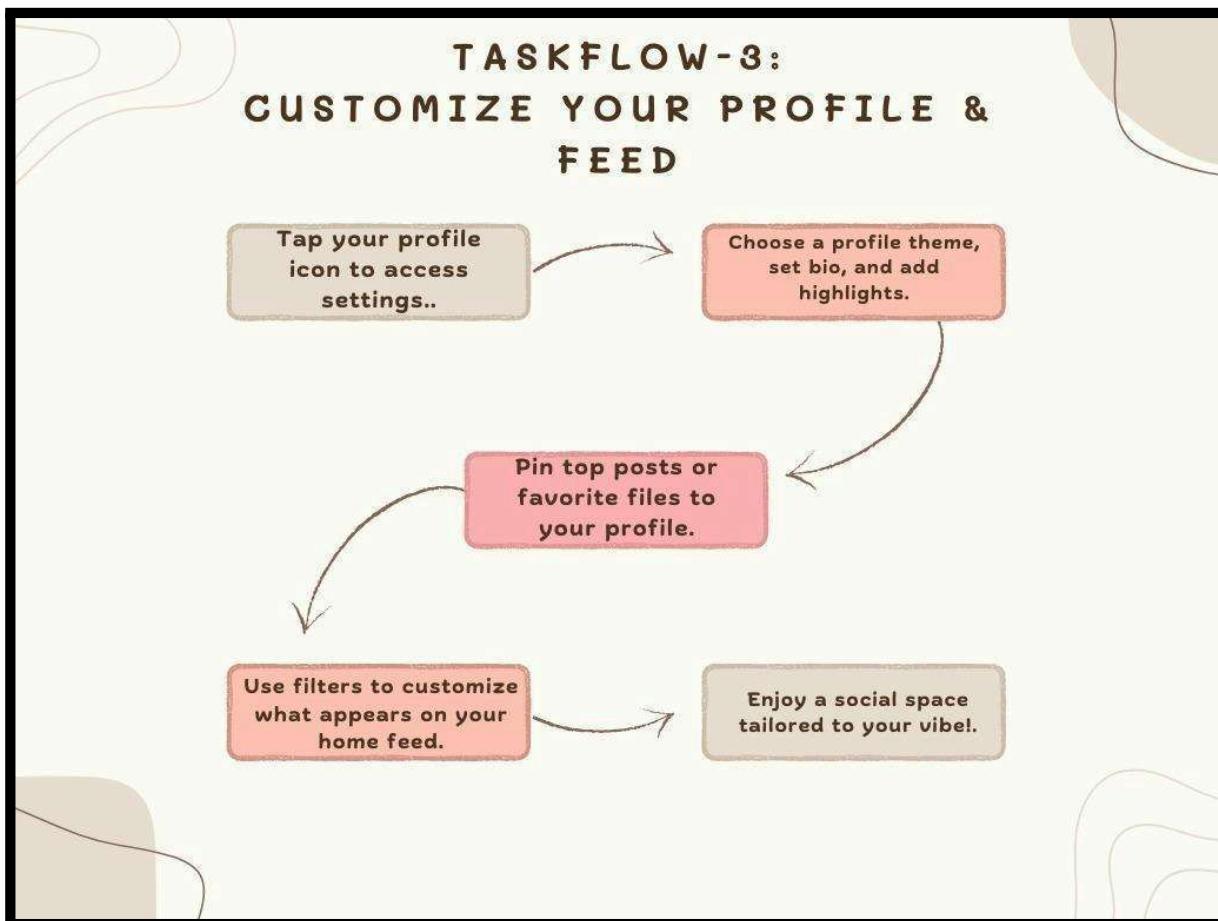
## 2. Task Flow: Smart Conversations with AI

1. **Start:** User opens the chat section or taps the AI assistant icon.
2. **Initiate Conversation:** User types a query, task, or message.
3. **AI Responds:** Assistant gives an instant reply or performs the requested action.
4. **Use Quick Tools:** User may choose to summarize, translate, or share AI-generated content.
5. **Engage Further:** User continues conversation or ends it.
6. **End:** User leaves the AI chat or shares the AI result in the app.

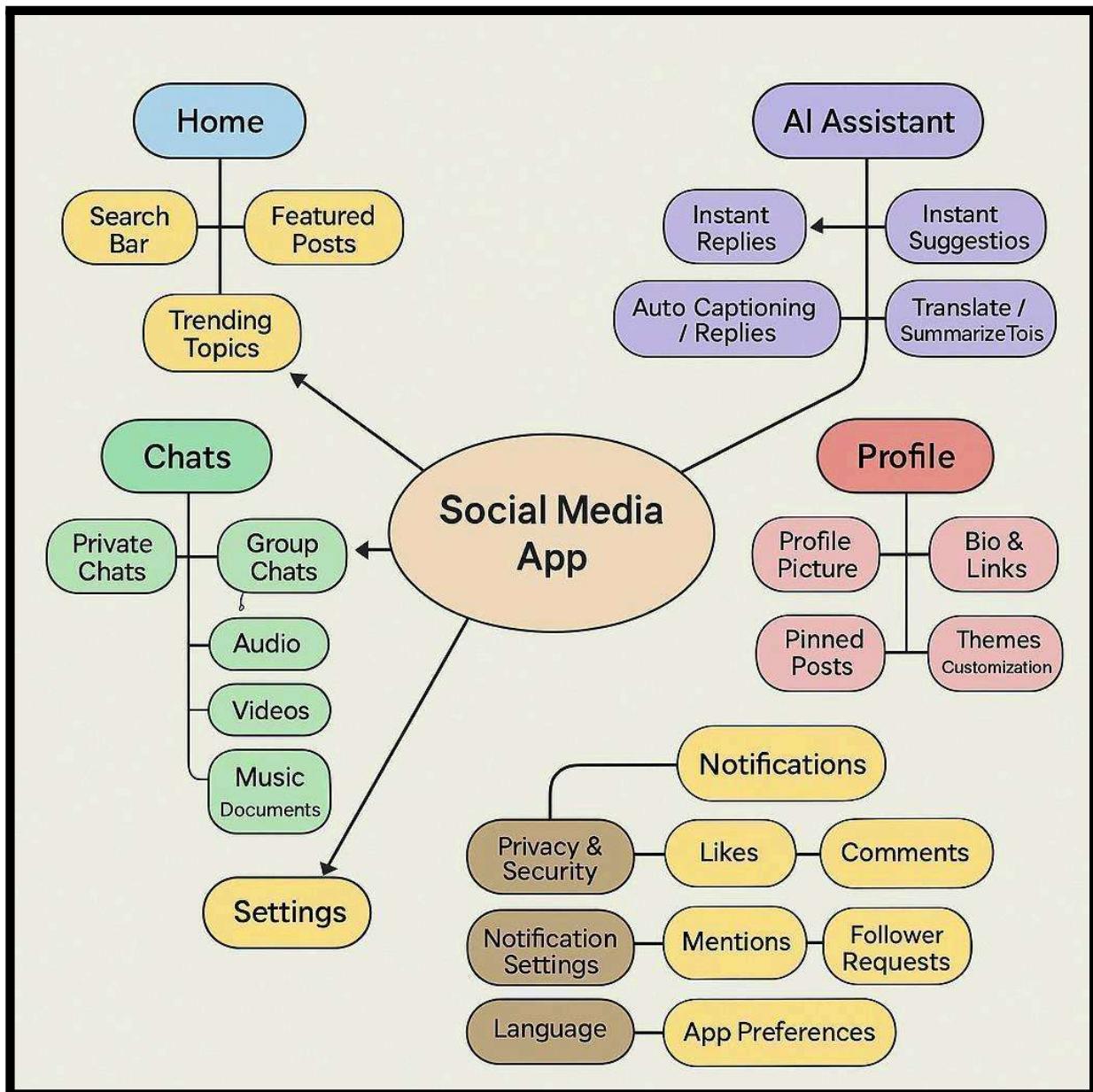


### 3. Task Flow: Customize Profile & Feed

1. **Start:** User taps their profile icon to open account settings.
2. **Edit Profile:** User updates profile picture, bio, and personal links.
3. **Set Preferences:** User customizes profile theme and feed preferences.
4. **Pin or Highlight:** User selects favorite posts or files to showcase.
5. **Save & Apply:** Customizations are saved and instantly visible.
6. **End:** User exits settings and returns to browsing with a personalized feed.



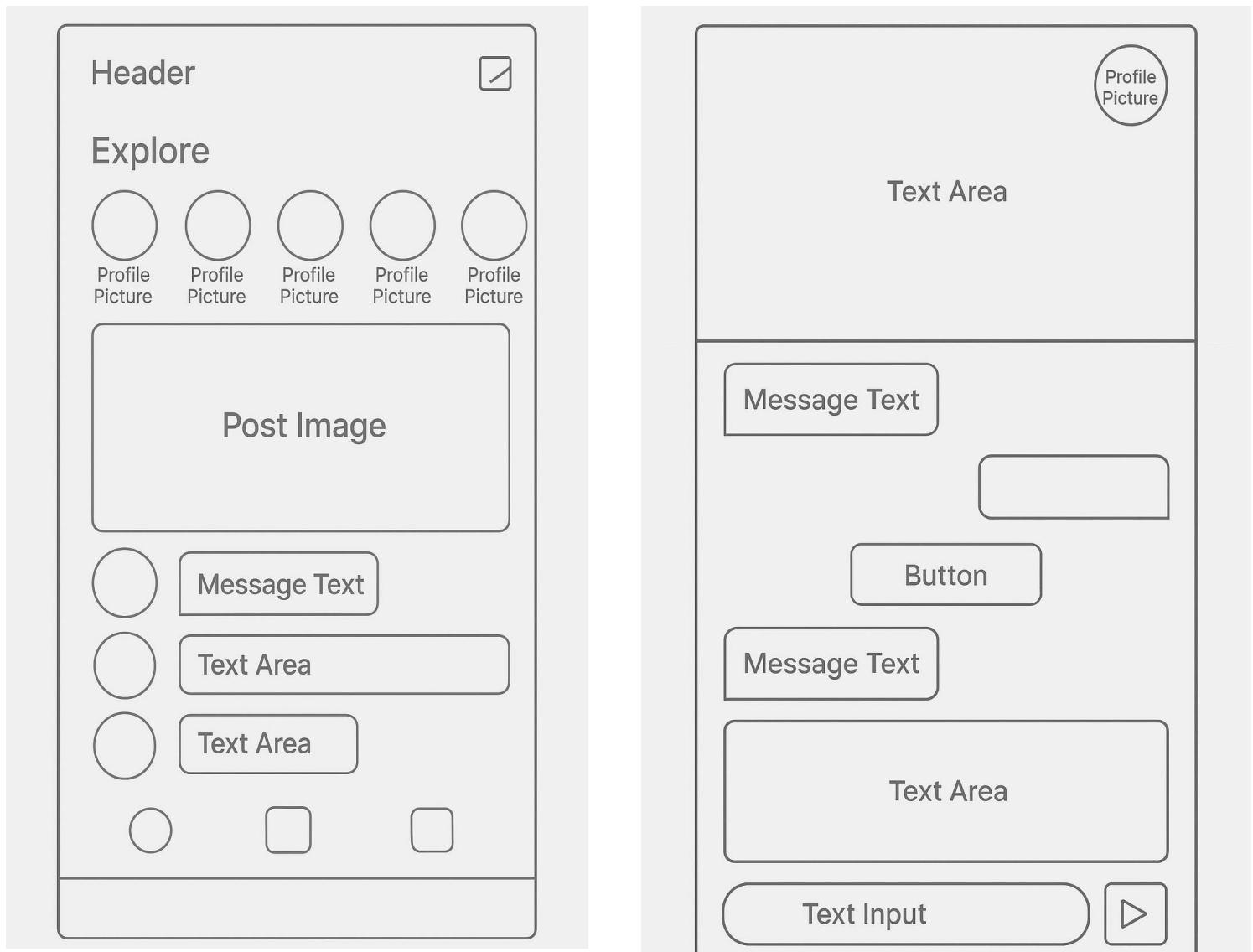
## Sitemap

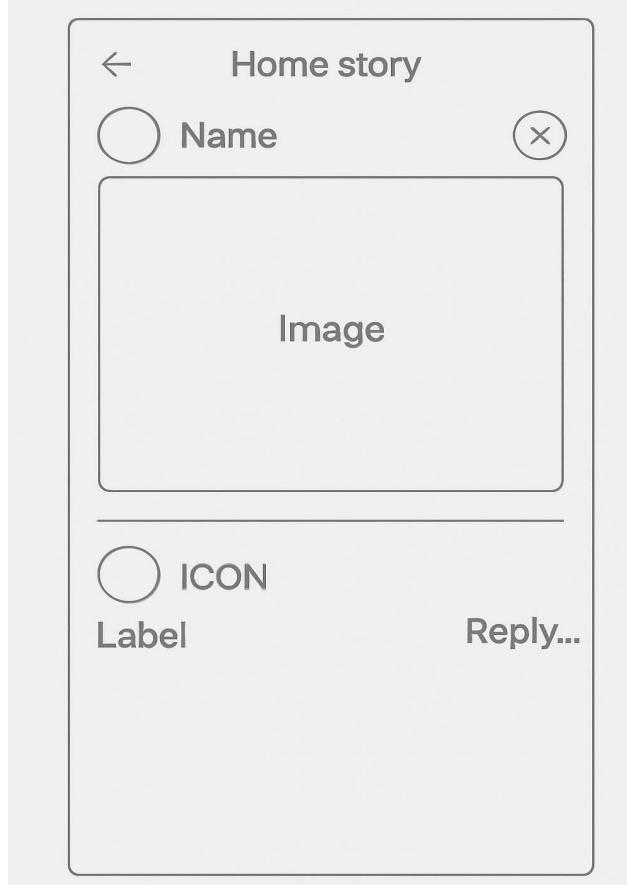
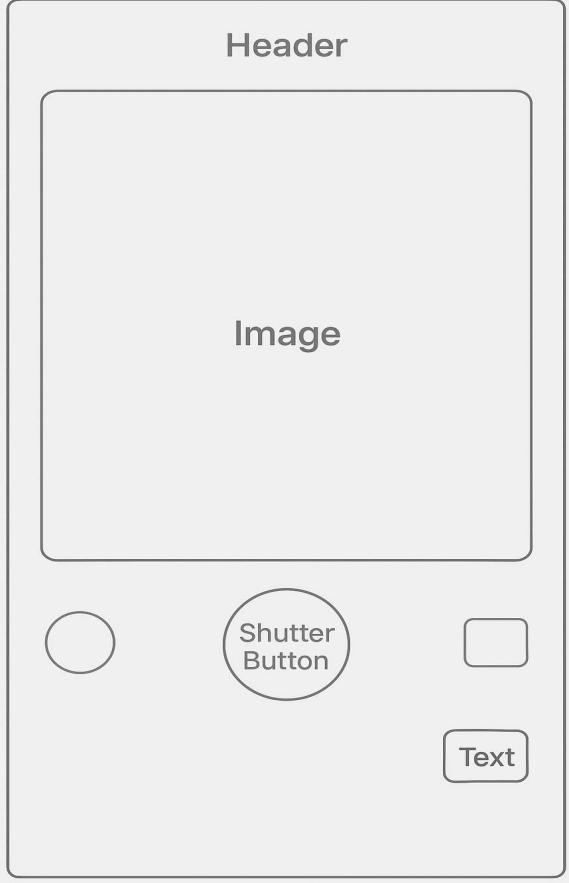


# Chapter 5

## Wireframes & Interactive Prototype (Figma)

### 5.1 Low-Fidelity Wireframes



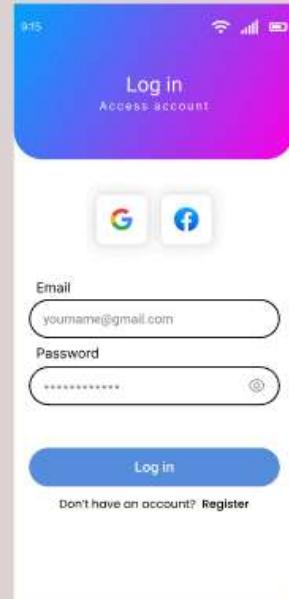


## 5.2 High-Fidelity Prototype

first page



login page



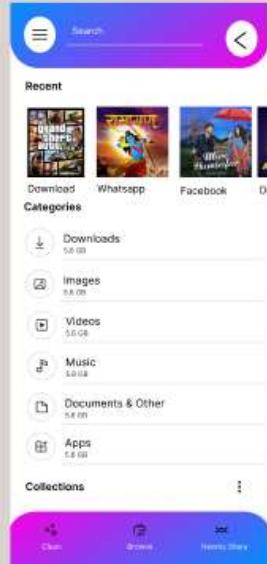
Register



home



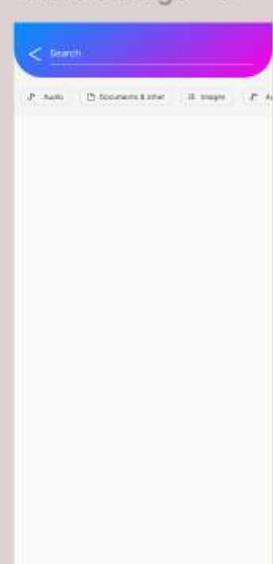
Android Large - 1



Android Larg...



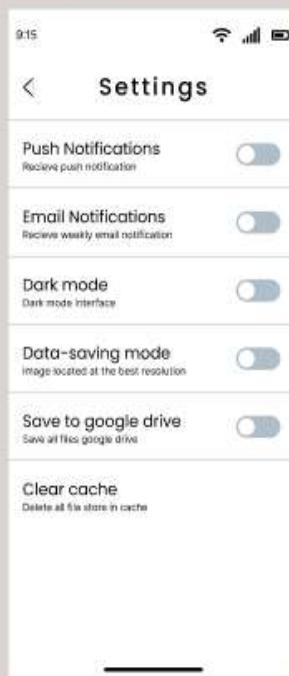
Android Large - 3



Android Large - 4



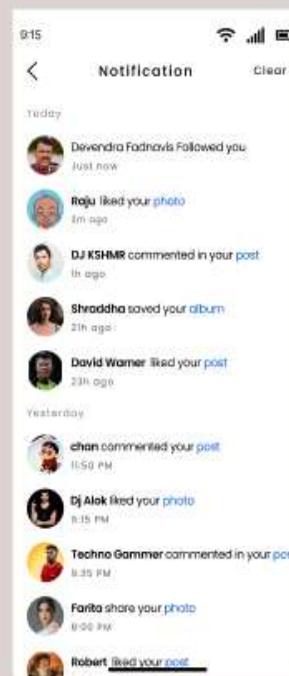
## settings



## privacy



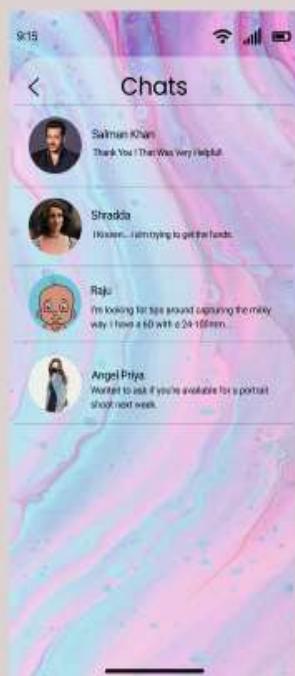
## Notification setting



## Notification clear



## Chat



## chat banjain moore



## chat banjain moore



## chat banjain moore



## chat banjain moore



speed status 1



speed status 2



speed status 3



❖ Swaraj status 1



❖ Swaraj status 2



❖ Swaraj status 3





Send message

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Send message

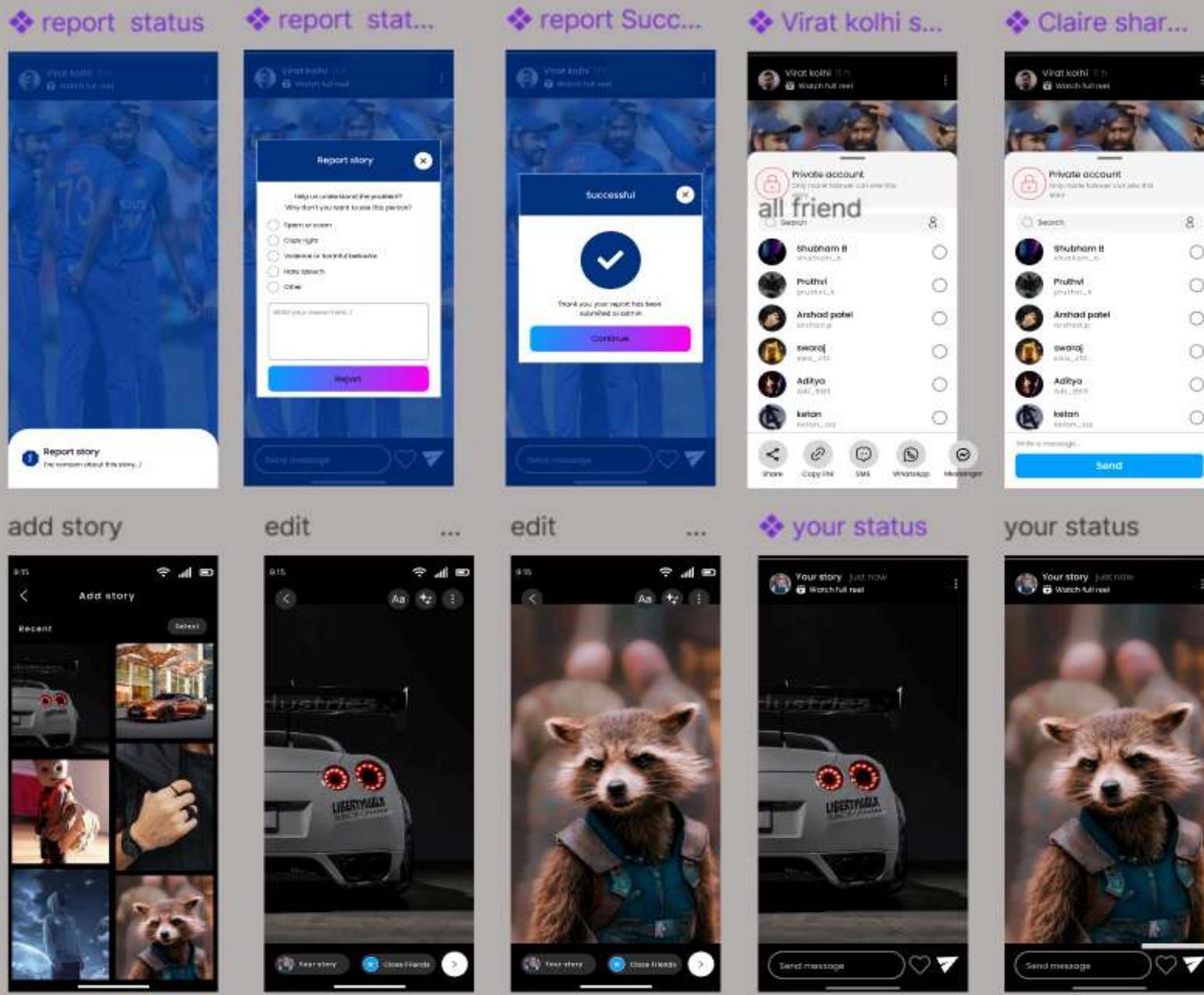
❖ Virat kolhi status 1



❖ Virat kolhi status 2



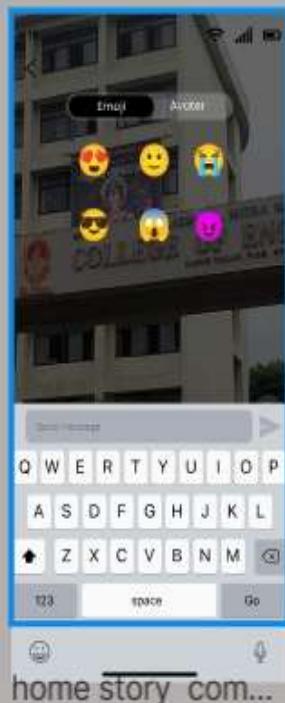
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home story 1



home story com...



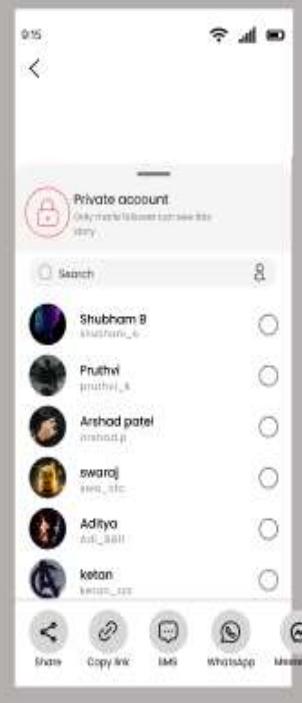
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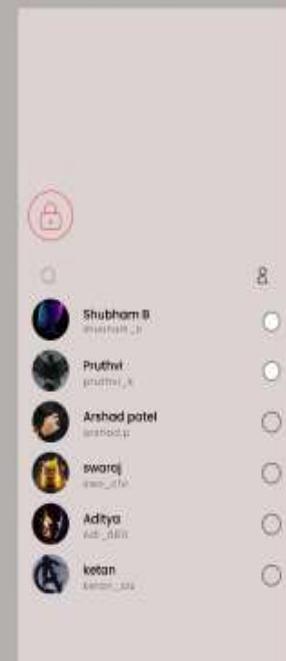
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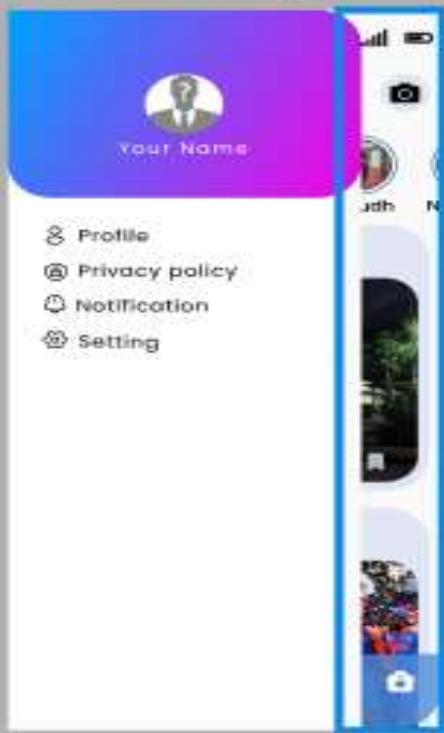
home story 4



home story 7



## home setting



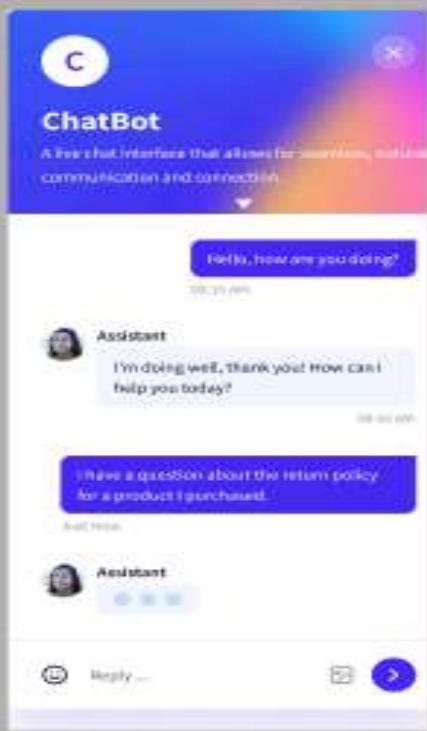
## profile



## Edit Profile New



## Android Compa...



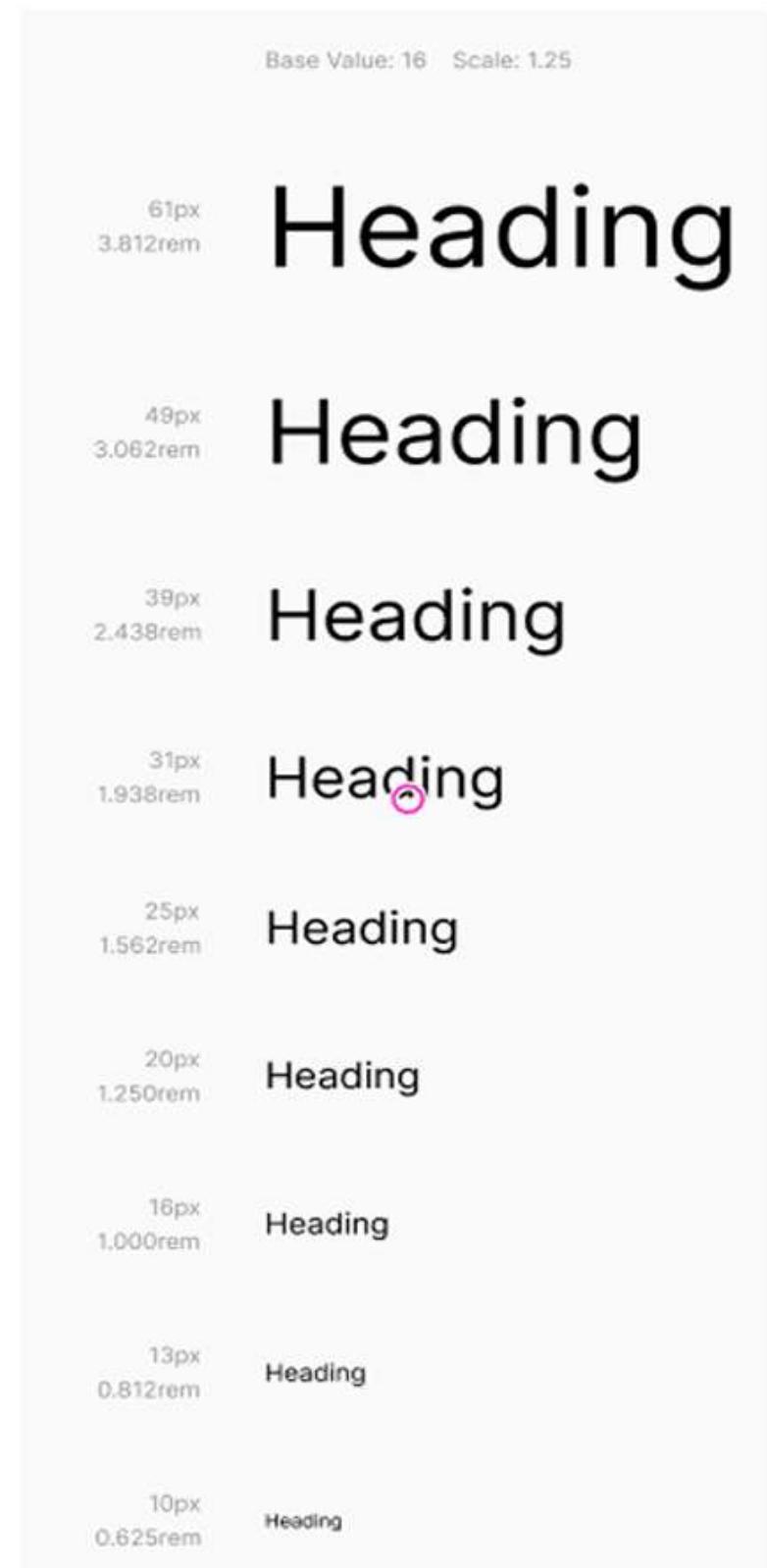
## camera



## Chapter 6

### Style Guide (UI Components, Typography, Colour Scheme)

- **Typography (Primary & secondary fonts).**

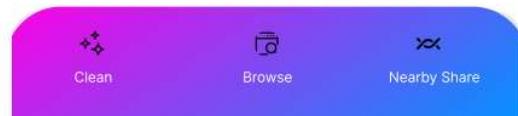


- Colour Palette



UI Components (Buttons, cards, tables, icons).

1) Nav Bar



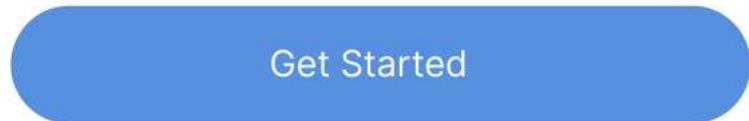
2) Forms

Email  
yourname@gmail.com

Password  
.....

**Log in**

3) Buttons



4) Search Bar

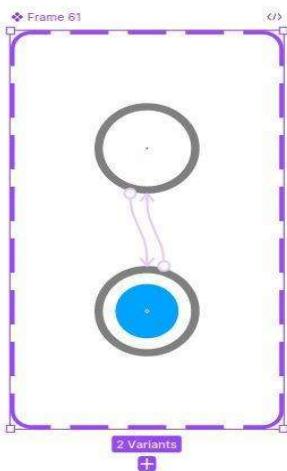
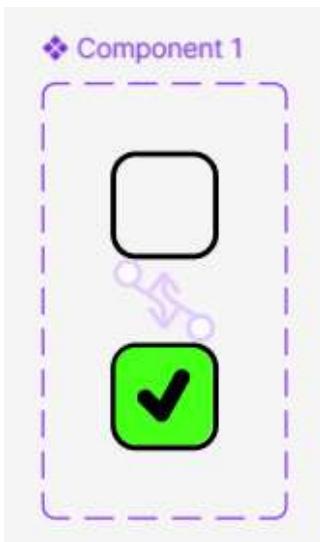


Don't have an account? [Register](#)

5) Icon



6) Check Box and Radio Button



# **Chapter 7**

## **Findings, Designs & Improvements**

### **7.1 Key Research Insights**

#### **1. Users Want Personalization**

People are highly interested in platforms that recommend content, communities, and activities based on personal preferences, interests, and behavior.

#### **2. Simplicity is Key**

Users prefer clean layouts, minimal navigation steps, and clear, straightforward communication of content and actions.

#### **3. Smart Assistance Adds Value**

Having a chatbot, AI assistant, or smart recommendation system can significantly boost engagement by helping users discover content or communities faster.

#### **4. Trust and Transparency Matter**

Users want clear explanations of features, data usage, and community rules — upfront and easy to find — to build trust with the platform.

#### **5. Real-Time Collaboration and Sharing is Desired**

Users are increasingly interested in real-time, collaborative features (like group chats, co-creating posts, or shared playlists/events).

#### **6. Customization Enhances Loyalty**

Allowing users to customize their profiles, feeds, and notifications deeply increases their sense of ownership and commitment to the platform.

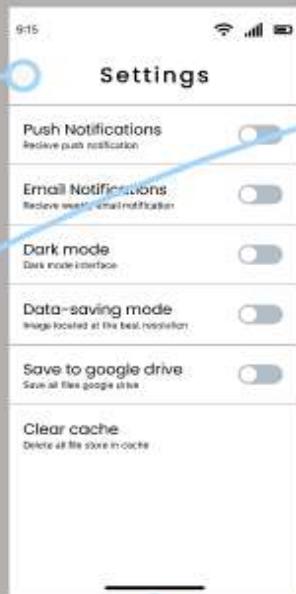
#### **7. Accessibility and Inclusivity are Expected**

Simple interfaces, voice-based interactions, and inclusive design elements are now expected by users across different age groups and tech skill levels.

## 7.2 Final Design Showcase



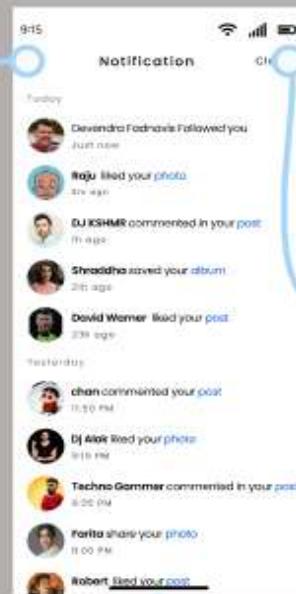
## settings



## privacy



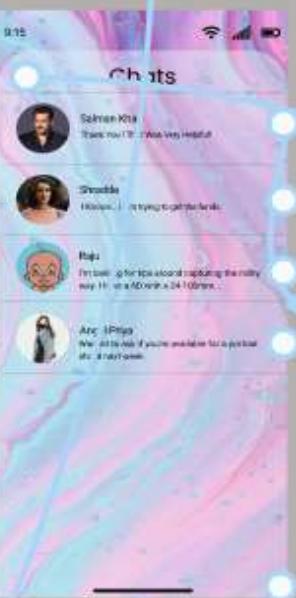
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## Chat



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speed status 1



speed status 2



speed status 3



❖ Swaraj status 1



❖ Swaraj status 2



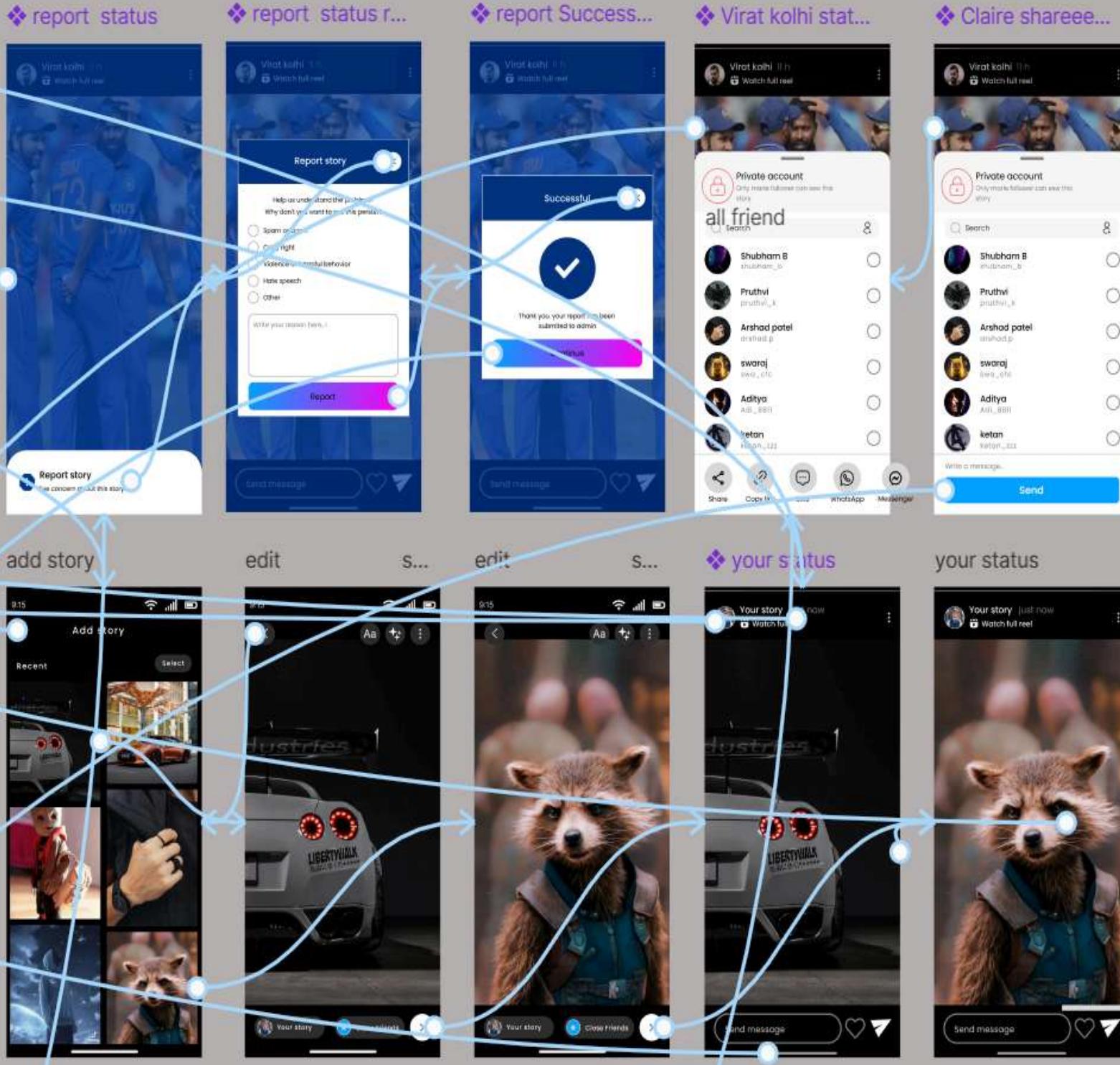
❖ Swaraj status 3

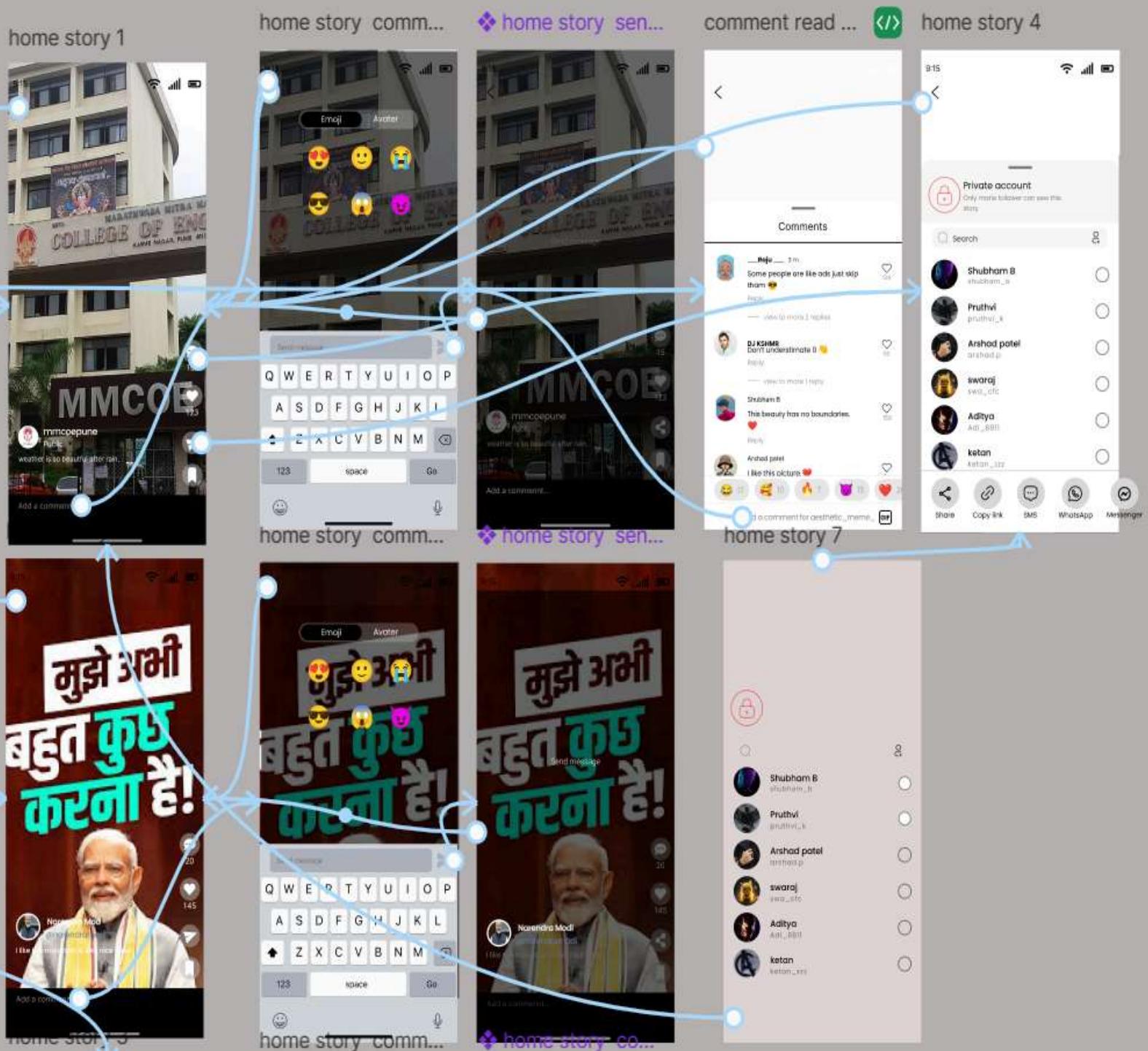


❖ Anirudh status 1

❖ Anirudh status 2

❖ Anirudh status3





### **7.3 Future Improvements**

Based on the research and findings, the following enhancements were proposed:

#### **1. Social Trip Planning → Social Content Collaboration**

Enable users to collaborate in real-time — for example, co-create posts, shared boards, or group event pages with friends or communities.

#### **2. Voice-Based Assistant**

Introduce a voice-activated assistant that helps users navigate the platform, post content, or discover new communities and events more easily.

#### **3. Local Experience Integration → Local Community Integration**

Integrate local community features, like nearby events, groups, or meetups, making the platform feel more connected to real-world experiences.

#### **4. More Filter Options**

Provide advanced filters like "Family-friendly," "Pet-friendly," "Adventure-seekers," "Book lovers," or even "Newcomers" to help users find the right communities and content faster.

