

SocialHub

High level goals:

With this app, you can view all your social media analytics from different platforms (eg, Twitter, Instagram, Facebook, YouTube, TikTok) in one convenient location, saving you time and effort. Additionally, you can schedule your posts across multiple social media platforms, ensuring that your content is delivered consistently and efficiently.

Be able to view multiple social media sites' analytics from one dashboard. Be able to schedule posts across multiple social media platforms.

Sprint 1: Log in /getting data/ Landing Page

[1] As a user I would like to be able to log into my account that stores all of my analytics and data. [4 points]

[2] As a business owner, I want to be able to get analytic data about how certain posts are performing. [5 points]

[3] As a user I would like to see a nice landing page with information about company [3 points]

Sprint 2: build a centralized UI + more backend development

[1] As a business owner, I want to be able to view analysts data about how certain posts are performing. [5 points]

[2] As a user I would like to see a nice landing page with information about company [3 points]

[3] As an influencer I would like to be able to visualize my performance data with charts and graphs [5 points]

[4] As a business owner, I want to be able to view overtime analytics about how my page is performing. [5 points]

Sprint 3: Continue with back end development/ fixing bugs and working front-end development to make it user friendly and professional looking

[1] As an influencer I would like to be able to visualize my performance data with charts and graphs [5 points]

[2] As a business owner, I want to be able to view overtime analytics about how my page is performing. [5 points]

[3] As an influencer, I want to be able to access the statistics of my posts across multiple platforms, so that I can easily track my performance across multiple platforms. [5 points]

Sprint 4: Finishing Up Integration, and minor updates to frontend

[1]As a business owner, I want to be able to view overtime analytics about how my page is performing. [5 points]

[2]As an influencer, I want to be able to access the statistics of my posts across multiple platforms, so that I can easily track my performance across multiple platforms. [5 points]

[3]As an analyst i want to be able to switch to different types of charts, like weekly, monthly, yearly and from bar chart to linear chart [2 points]

Sanity Check:

Not sure how many different social media sites we can integrate

Not sure if we can also accomplish scheduled posts as well

Might need to balance amount of diff social medias with possibly having more functionality

Product backlog (after Sprint 4) :

- As an influencer, I want to be able to access the statistics of my posts across multiple platforms, so that I can easily track my performance across multiple platforms. [5 points]
- Combined statistics