Introduction

For this assignment our team was tasked with analysing, designing, developing, testing and delivering a Java Application.

The team includes Emma Mason, Fearghal O’Boyle and Donal Doherty. Emma and Fearghal’s background is in education while Donal Doherty’s experience is in marketing and photography.

Implementation

We all use Instagram, Emma and Fearghal for fun, and Donal for business. After brainstorming our team came up with the concept for an analytics tool for the platform called ‘Reach’.

Our initial idea was to help users grow their following. Through the research and development process we decided that this could best be achieved through a ranking system coupled with tips on how to improve account performance.

The ranking system gamifies the process of growing your account, giving accountability and encouraging the user to improve their rank over time.

Community is at the heart of social media and we wanted to build that into the DNA of Reach. Users have the ability to share what is working for them and these tips are shared with other users. Reach equips the user with strategies to grow their account, and as more tips are fed into the program it gets better and better with time.

As some people are on Instagram for personal use and others for business, and with different Insights available depending on your account type, we created two distinct user experiences to tailor it to their needs.

Although we were constrained with time for the assignment, we took the initiative to add account functionality which enables the user to register an account and login. This added complexity during the development process, however we agreed it would elevate our program and concept and the user experience.