

CASE STUDY

Frenly



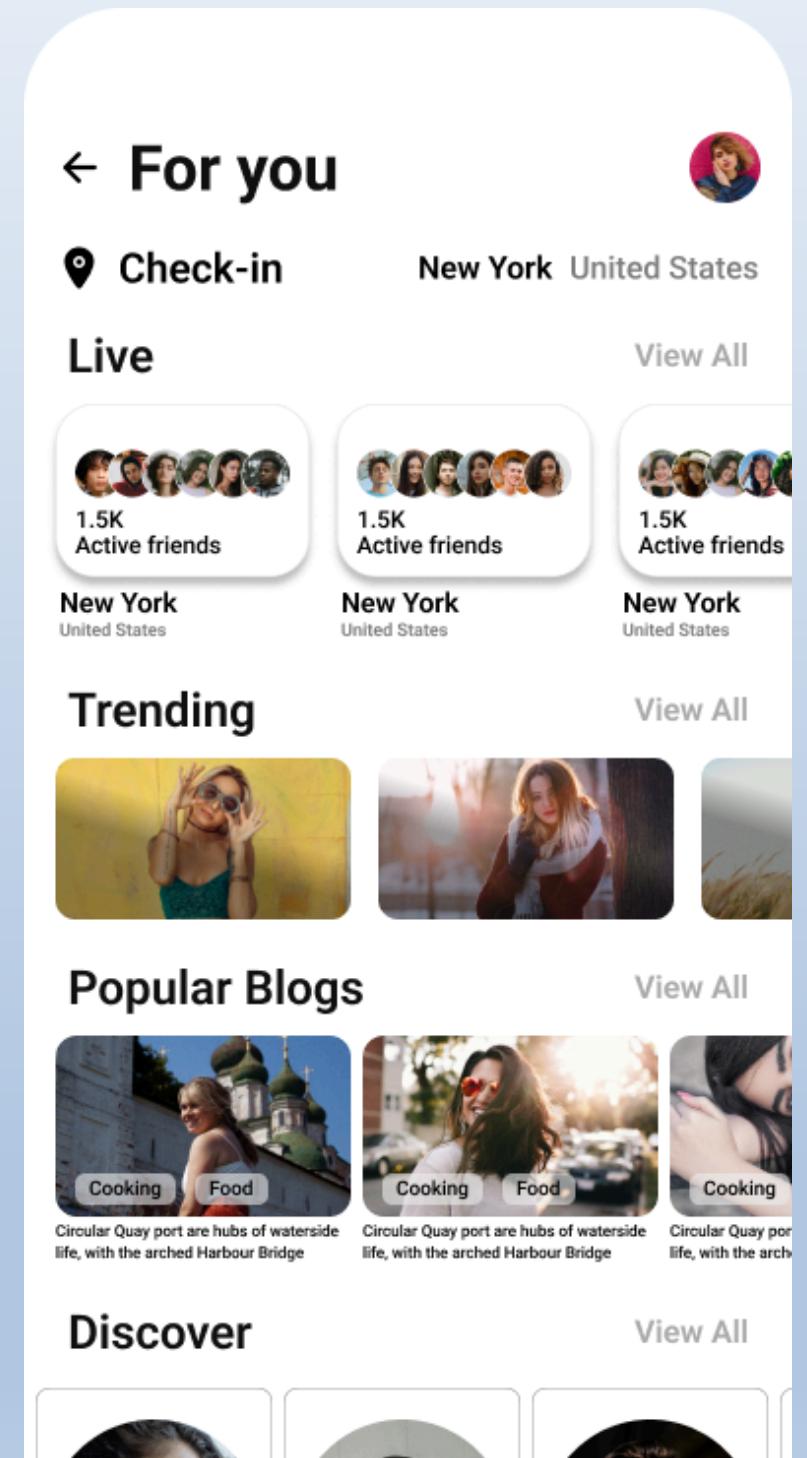
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Frenly

Develop a social media app similar to Instagram with unique features and high-quality UI/UX design. The platform aims to foster creativity through photos, vlogs, and blogs while ensuring a secure environment, especially for teenagers and young adults.

- **Cross-Platform Framework:** Built using Flutter for iOS and Android compatibility.
- **Scalable Backend:** Designed to handle large user volumes with efficient resource management.
- **Customizable Profiles:** Multiple profile screens, reels, and video pages, with options for varied grid sizes and fonts.
- **Content Moderation:** Strong moderation tools to prevent bullying and harassment.
- **Secure Authentication:** BankID and OAuth for secure logins. Multi-Content.
- **Display:** Users can display images, videos, and text in different formats on their profile.
- **Comment Moderation:** Automated and manual moderation tools to filter inappropriate content.
- **Profile Privacy:** Only select content is visible to non-followers, promoting user privacy.
- **BankID Integration:** Reduced anonymity and enhanced security through verified user identities.
- **Moderation and Reporting:** Automated systems detect and remove offensive content, and users can report inappropriate behaviour.



Challenges and Solution



- **Ensuring a Seamless User Experience**

User Safety: Protecting users, especially teenagers, from cyberbullying and inappropriate content.

- **Scalability**

Ensuring the platform could scale with rapid user growth while maintaining performance.

- **Customization vs. Performance**

Balancing advanced profile customization features without compromising app performance.

- **Integration of Payment Systems**

To enhance security and trust, we implemented robust payment gateways, ensuring compliance with industry standards for data protection.

- **Cross-Platform Compatibility**

Developing the app for both Unix and Windows with a unified user experience was essential. Utilizing node modules allowed us to efficiently develop for both platforms while ensuring high performance and smooth functionality.

End to End Security

JSON Web Tokens (JWT) are a compact, URL-safe means of representing claims to be transferred between two parties. JWT provides a powerful method for securing authentication in Node.js applications. Its stateless nature, combined with signature verification and customizable claims, makes it an excellent choice for modern web applications. By implementing JWT correctly, developers can enhance the security of their applications while providing a seamless user experience. We always follow best practices, such as using strong secret keys, implementing token expiration, and securing storage mechanisms.

Technologies Used



- **Cloud Hosting** – AWS (Amazon Web Services) for reliable and scalable cloud infrastructure.
- **Backend Development:** Node.js and MySQL for scalability and real-time interactions.
- **Frontend Development:** One Code, Every Platform.
- **Payment Integration:** Stripe for secure transactions and tipping.
- **Geo-Location Services:** Google Maps API for accurate and real-time location tracking
- **SSL Certification** – For secure data transmission and encryption of user information.
- **Push Notifications** – Firebase Cloud Messaging for real-time notifications.
- **User Data Encryption** – AES-256 encryption for protecting user data at rest and in transit.
- **Real-Time Messaging** – WebSocket protocol for instant communication between users.

Technologies Used



Cloud hosting
AWS (Amazon Web Services) for reliable and scalable cloud infrastructure.



User Data Encryption
AES-256 encryption for protecting user data at rest and in transit.



Node JS
Single Thread Back-End able to withstand thousand request per second.



My SQL
Seamless Relational Database with Atomicity, Concurrency, Integrity and Durability.



Google Maps

Google Maps
Navigate your world with Google Maps—where every journey starts with a tap!



Firebase
Build fast, scale effortlessly, and connect with confidence!



Stripe
Where Payments Flow Seamlessly!



Flutter
One Code, Every Platform.

Commercial Benefits



- Simplicity: Unlike Procore, the system was designed for a straightforward experience, minimizing unnecessary complexity.
- Custom Cost Scheduling: Flexible input for cost headings allows customization per company.
- Committed Cost Tracking: Users can track real-time financial commitments for each project.
- Scalability: Built to grow with companies, offering multiple tiers of access and functionality.
- Frenly provides a safe, creative platform for users to express themselves while being protected from online harassment. With an emphasis on security and responsible content sharing, Frenly addresses key mental health challenges associated with social media use, making it a valuable tool for young adults and teenagers.

Explore the Platform

Visit [Frenly](#) for a deeper look into how the platform promotes creative expression and user security..



CONTACT

www.creativethoughts.ai



info@creativethoughtsinfo.com



+919923448345



**519 Shekhar Central Manorama Ganj, Indore,
Madhya Pradesh 452001**

