# THE SOCIAL AUDIO APP

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# 1. INTRODUCTION

## 1.1 Mission Statement

Social-Audio is an audio-based social media app. No texts, no video, no images, just audio. It feels like a podcast where multiple people are allowed to speak about a topic or have hangouts without the need to share pictures, videos, or texts – All interaction is audio-based.
Additionally, Social-Audio looks more like a story, where the content is live and not yet in a recorded format. Overall, Social-Audio looks like a modern version of radio, where social interaction is a key component.
People can freely for digital audio rooms where they can talk about anything. Those virtual audio rooms are managed by a few moderators working as hosts. Some people can participate in the session by speaking up and many others can just join in to listen to the conversation.
According to the creators, “Social-Audio is a revolutionary social product based on the voice that allows people everywhere to talk, tell stories, develop ideas, deepen friendships, and meet interesting new people worldwide.”

## 1.2 Vision Statement

Our vision for Social Audio has always been to create a place where people can talk with each other, not at each other. It's been incredible to watch a community come together and grow on the Social Audio app as of pandemic people are far away and distant from each other it's a great opportunity to gather people in a space where they can talk freely without any hesitation, and it is one of its kind to be there online.

The Social-Audio Value Preposition:
Social-Audio is a space where unlimited learning gets fostered. Because you cannot get registered randomly, it makes it rare to have people who have nothing to contribute to the website, because users are very cautious of whom they give invites.
However, once the invite-only model has been exhausted we can expect Social Audio to become like any other social media platform, with user-generated content as a primary format on the platform.
As of now, it can gain traction quickly, it can be a successful launch where it can attract high ranking individuals in the world – billionaires, icons in the tech space, digital marketing experts, celebrities, influencers, ex-CEOs of companies and many more men of substance are in these rooms, discussing their experiences and decisions with people and giving room for others to learn.
Social-Audio to be a platform where knowledge can be boosted, by giving you the opportunity to be in discussions with people you won't ordinarily have access to; learning from their vast experience and using it to boost your business.

## Commercial applications for Social Audio

Social Audio is a new social media platform, as such, it will find its sweet spot in terms of commercial use cases. Let’s explore some of the ways now people are using Social Audio for business.

## Business meetings

Social Audio may be used for business meetings. You can create a scheduled appointment with a date and a time, invite your colleagues to the room, and set a reminder for the conference, just like you would in Zoom or google meets. People who are camera shy or more confident without a video may raise their points more efficiently when the business meeting is done via Social Audio.

Finally, you can join several clubs in Social Audio. Clubs on Social Audio are a smaller community of people who interact and raise topics for discussion, just like a Facebook group. However, it is totally audio-based. Therefore, it is a subgroup where you can have personalized conversations.

You have a brief overview about Social Audio, how to join, what Social Audio is all about, and how it can serve as a personal and business development tool while facilitating connection with successful people; hence, boosting your business.

A new way of doing podcasting

Social Audio does look like a podcasting platform. But it’s way more than that. It improved in a way toward podcasting because it added a social component (user-generated content and interactions) and a format that looks more like radio and stories.

A new format for digital events

Social Audio is extremely interesting for those involved in digital events because it can be used as a new platform to build up an engaged community of users.

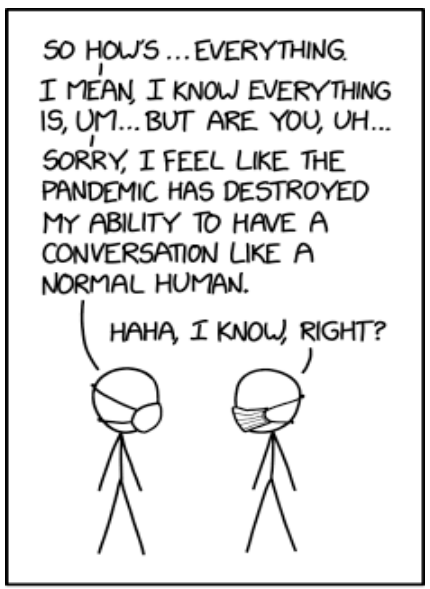
The rise of social radio platforms

Social-Audio looks a lot like the modern version of radio, with a strong component of social media. While radio, as a media, has been adapting to other formats like podcasting. Social Audio brings that to the next level. A “social radio platform” that is fully user-generated, with thousands of digital audio rooms and shows, where any show can be produced, from wider audience topics to niche and microniche level subtopics.

In early 2020, an app called Clubhouse popped up in the iOS app store. It was a social media app, where the primary form of content was not photos, videos, or text, but **audio**. By the end of the year during the COVID-19 pandemic, when social distancing and remote work had become the norm, the app exploded in popularity - gaining over half a million users!

## Conversation Now

And just like usual when a new feature in an app goes viral, tech giants in the social media space take a crack at cloning and offering it to enamor their users! Ever since Clubhouse's first release in 2020, companies like Twitter, Facebook, Slack, Spotify, Discord, and even Reddit have either been creating products that compete directly with Clubhouse, or adding Clubhouse-like features to their existing platforms. These features are collectively known as **social audio** - a new subclass of social media. Let's have look at what those features are.



# 2. WHAT IS SOCIAL AUDIO ?

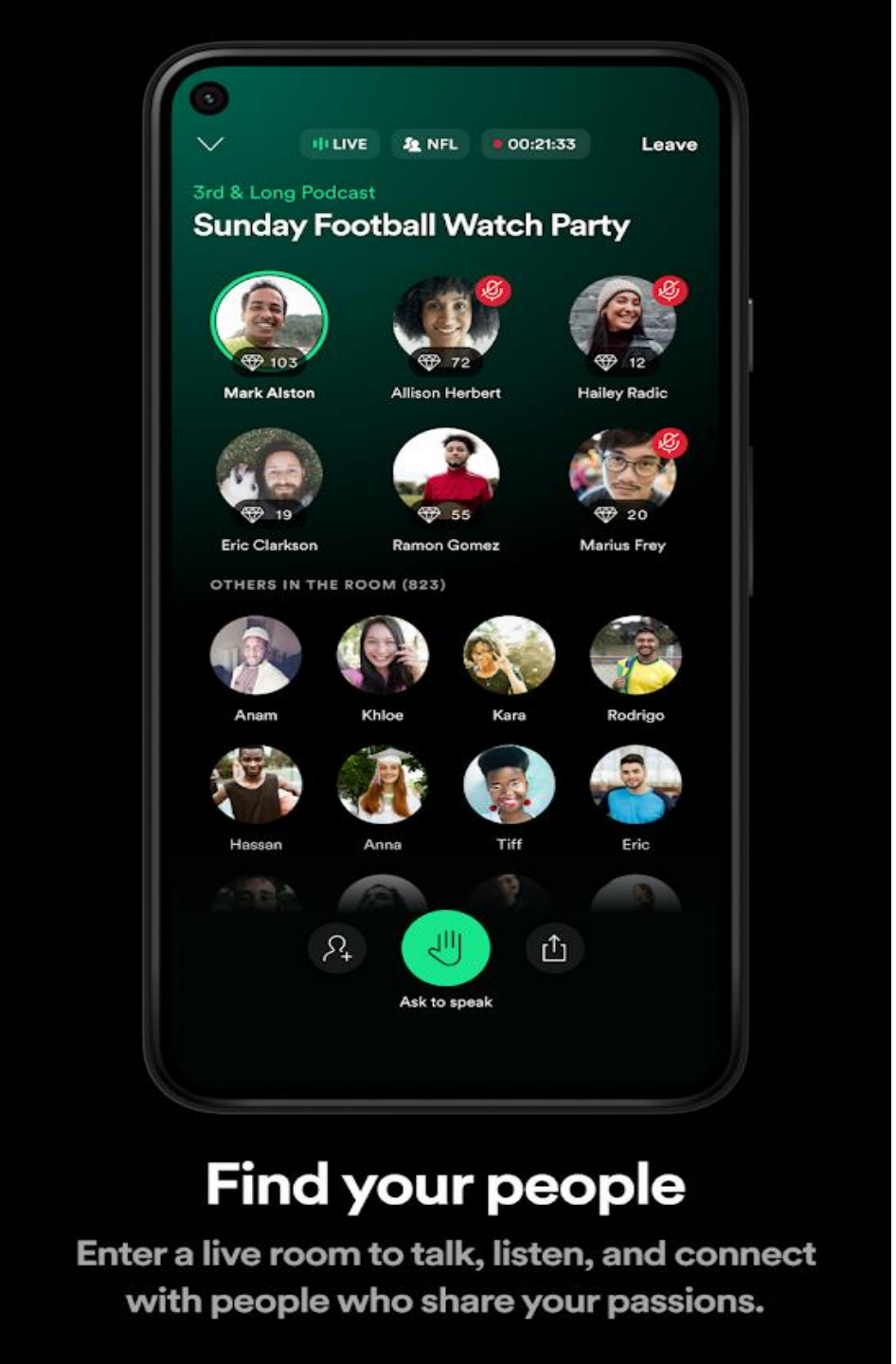
A Social Audio application can be considered part radio, part local party, part phone call, part webcast — all moved into one! When you're inside such an application, you can pay attention to discussions occurring inside a room or begin one yourself on a point or subject of your decision. The subject could be meeting a superstar or a specialist, a conversation on a specialty theme like the eventual fate of AI, or basically babble.

### 2.1 Feature #1: Discover conversations

The home-screen on both the applications shows an arranged rundown of spaces for you in light of your inclinations and the clubs or gatherings you follow. These rooms are spaces where discussions happen progressively. There are a few slight contrasts between what data is shown — however, both applications show the room name, the quantity of members, and provide you with a little see of the rundown of speakers.

### 2.2 Feature #2: Participate in conversation

Once you click on a room in the previous screen, the app takes you to the room and you'll be able to listen to ongoing conversations. On the top, you see the panel members, followed by people who are part of the audience. If you're a host, or invited as a speaker or moderator, you'll be able to speak as well.




## 2.3 Feature #3: Leave a conversation

- Both these applications offer the client to leave the room whenever at the snap of a button. This will return you to the home screen.

- That is basically the center elements! Many of these applications likewise have extra highlights normal in web-based entertainment stages, such as trading visit messages, buying into points that interest you, and following different clients and clubs.

- Utilizing your own voice to cooperate with individuals simply feels extremely normal. This makes sense why during COVID-19 lockdowns, companions, family members, and partners began depending on applications like Zoom, Whatsapp Video, and Google Hangouts for occasionally interfacing.

- While whether friendly sound applications will keep on leftover well known is not yet clear, it's exceptionally fascinating to gain proficiency with the basic designing that makes them work! How does Clubhouse, for instance, empower clients to join rooms and mingle utilizing their voice?

# 3. DESIGNING THE ENTITY-RELATIONSHIP MODEL

**What are we going to build?**

Cloning some of the most salient features of Clubhouse focusing on scale or performance right now, but sideways develop an understanding of what core technologies make applications like these possible, we will build the following features:
Attempt to mimic the *Hallways* feature in the Clubhouse app, where users are able to browse and discover active rooms.
Select a room to join it, where you can see all the other participants in the room and participate in the conversation.

**#1: Relational Database Design**

Design and architecture of a relational database system for representing the most essential data entities required for this app.

**#2: Real-Time Communication**

How to implement WebRTC to enable real-time communication of audio, to enable live conversations within a club room.

**Technologies you will learn and use**

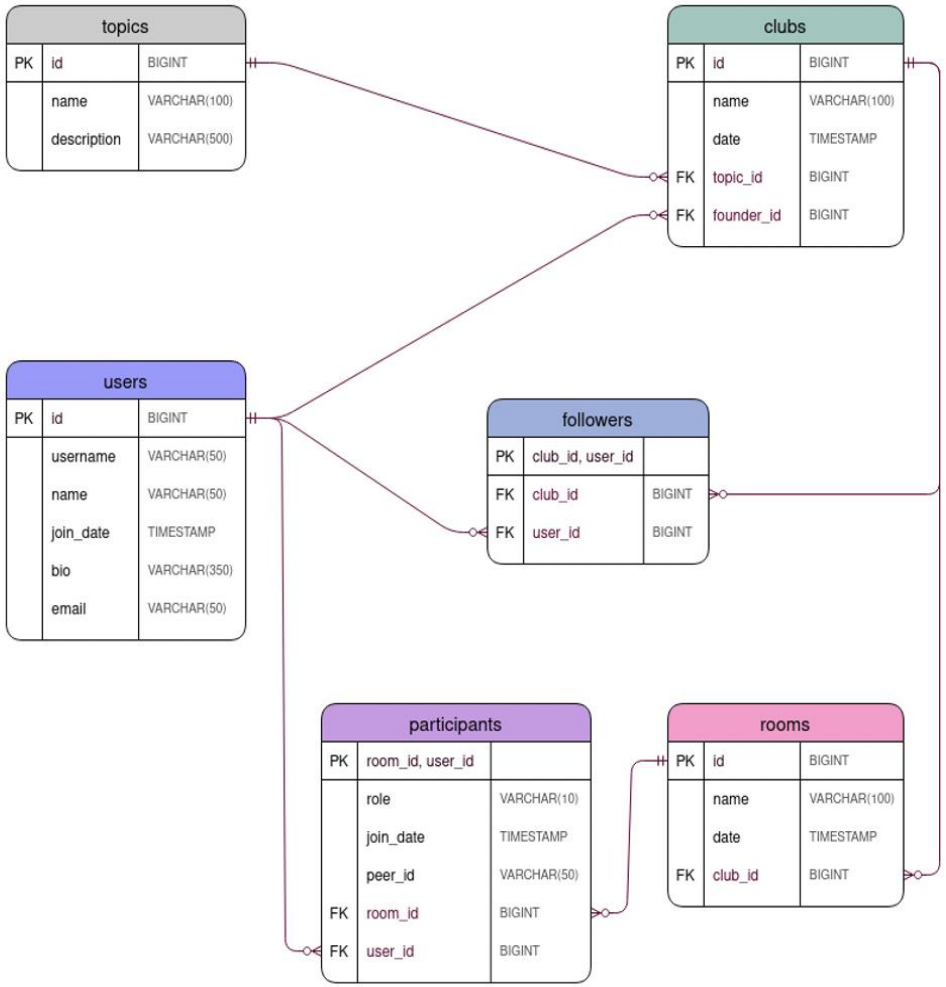
On the front-end we'll use HTML, CSS and JavaScript to build the UI, also using PeerJS — a library that allows you to easily for implement Real Time Transmission of audio/video in WebRTC.
On the back-end, we are going to use NodeJS/Express for building web server and APIs. Also using Socket.io for implementing a signalling-server as is required in WebRTC based applications.

## Designing the Entity-Relationship Model

An "entity" can be thought of as a category of data or information in a system, which is of particular interest to us.

Broadly speaking, your app has the following entities:

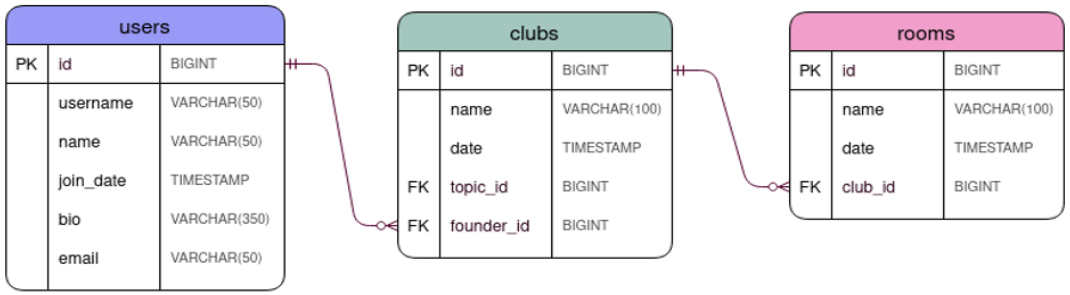
Users: Users can join a room and participate in an ongoing conversation.
Clubs: A club will usually be centered around a particular topic and can consist of multiple live sessions or "rooms".
Rooms: A room is a live discussion where participants can tune in and listen or speak too. A club can have multiple rooms.
Topics: A club can belong to a certain category, like Technology or Geopolitics. Any rooms created within a club will have conversations related to this topic. As such, there can be multiple clubs around a certain theme or topic.




- What we have here is an Entity-Relationship Diagram, or ERD for short. As the name suggests, it helps us visualize the various entities in a system and their relationships with each other. The above diagram is obviously a very simplistic version of how various entities within the actual Clubhouse app might look like and relate with each other.

- Let's take a closer look at some of these relationships:

- A club has exactly one founder. This is a one one relationship.
- A club has many rooms. That’s a one-to-many relationship.
- A room, however, may or may not be associated with a club.




Data

users

| username | name | join_date | bio | email | id |
|---|---|---|---|---|---|
| rick | Rick Sanchez | 2021-07-12 14:53:08.463639 | Mega-genius... | ricksanchez@c-137.earth | 7 |

clubs

| id | name | date | topic_id | founder_id |
|---|---|---|---|---|
| 2 | The Council of Ricks | 2021-07-12 15:00:19.582963 | 2 | 7 |
| 6 | The Shadow Council of Ricks | 2021-07-12 15:00:19.582963 | 2 | 7 |

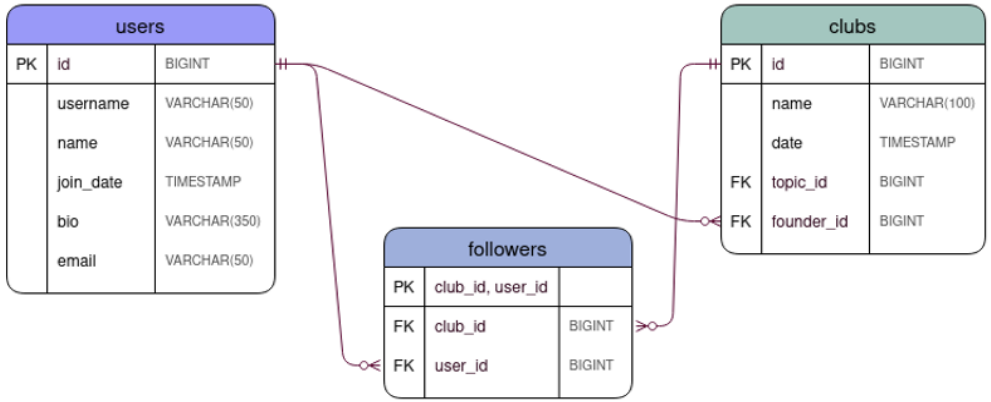
rooms

| club_id | name | date | id |
|---|---|---|---|
| 2 | Sometimes science is more art than science. | 2021-07-12 15:00:19.582963 | 3 |
| 2 | Love is just a chemical reaction | 2021-07-12 15:00:19.582963 | 4 |

- Similarly, you can identify some more relationships:

1. A club can have many followers (users)
2. A user can follow many clubs

- So there exists a many-to-many relationship between a user and a club! In ERD and relational-database terminology, this relationship is referred to as an associative entity and is implemented by introducing an associative table or, cross-reference table. So in-order to denote this relationship, we'll have a third table which you can name *followers*, indicating the relationship:




Data

users

| username | name | join_date | bio | email | id |
|---|---|---|---|---|---|
| ashwin | Ashwin Hariharan | 2021-07-12 14:53:08.463639 | Student for life... | ashwin01h@gmail.com | 1 |
| purnima | Purnima | 2021-07-12 14:53:08.463639 | Web Dev Diva... | dhammapurnima@gmail.com | 2 |
| rick | Rick Sanchez | 2021-07-12 14:53:08.463639 | Mega-genius... | ricksanchez@c-137.earth | 7 |

followers

| club_id | user_id |
|---|---|
| 1 | 1 |
| 2 | 1 |
| 2 | 2 |
| 1 | 2 |

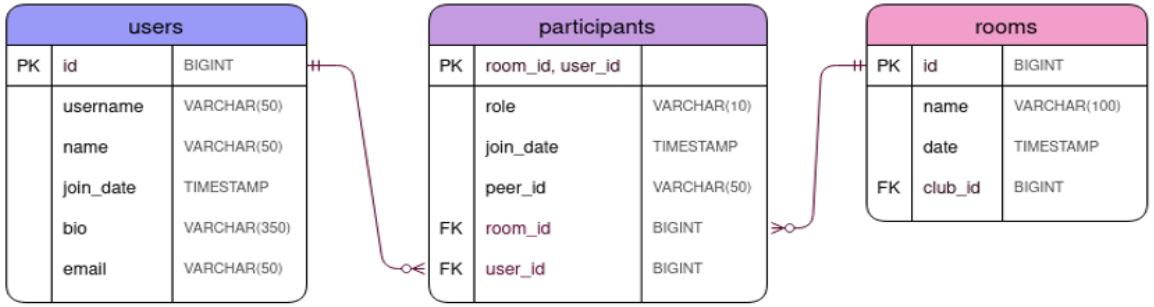
clubs

| id | name | date | topic_id | founder_id |
|---|---|---|---|---|
| 1 | Fit as a Fiddle | 2021-07-12 15:00:19.582963 | 2 | 7 |
| 2 | The Council of Ricks | 2021-07-12 15:00:19.582963 | 2 | 7 |

- Similarly, we have a relationship between a user and a room:

A room can have many participants (users)

A user could be a participant at many rooms




Data

**users**

| username | name | join_date | bio | email | id |
|---|---|---|---|---|---|
| ashwin | Ashwin Hariharan | 2021-07-12 14:53:08.463639 | Student for life... | ashwin01h@gmail.com | 1 |
| sarah | Sarah Connor | 2021-07-12 14:53:08.463639 | Terminator of... | sarahconnor@destroyskynet.com | 10 |
| rick | Rick Sanchez | 2021-07-12 14:53:08.463639 | Mega-genius... | ricksanchez@c-137.earth | 7 |

**participants**

| room_id | role | join_date | peer_id | user_id |
|---|---|---|---|---|
| 2 | SPEAKER | 2021-07-12 14:53:08.463639 | 7a08e519... | 1 |
| 9 | MODERATOR | 2021-07-12 14:53:08.463639 | 7a08e519... | 1 |
| 9 | HOST | 2021-07-12 14:53:08.463639 | 8c399e7e... | 10 |
| 2 | MODERATOR | 2021-07-12 14:53:08.463639 | b595b910... | 7 |

**rooms**

| id | name | date | club_id |
|---|---|---|---|
| 2 | Sometimes science is more art than science. | 2021-07-12 15:00:19.582963 | 3 |
| 9 | How to de-activate a robot? | 2021-07-12 15:00:19.582963 | 5 |

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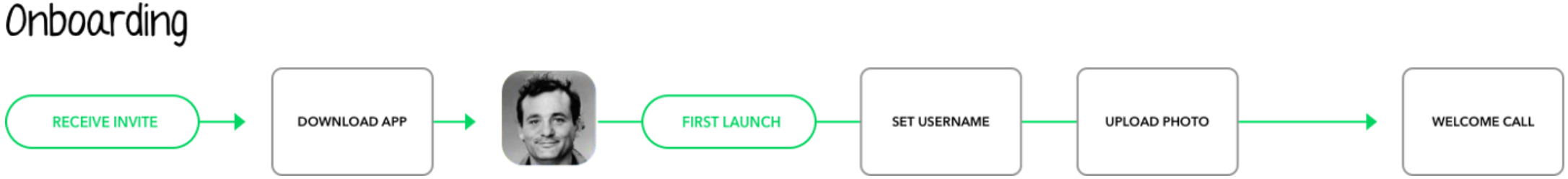
- So there exists a many-to-many relationship between users and rooms. Just like before, you'll use a **cross-reference** table *participants* in-order to map out this relationship:

# 4. FRONT-END WEB-CENTRIC FRAMEWORK

4.1 Social Audio App Onboarding

We can put together an onboarding flow, and understand the basic mechanics of how Clubhouse might work.
An invite-only community, it seems like each invitation is a planned event, scheduled in advance. New users receive a link, and are welcomed personally by the app's creator, who explains how the app works.

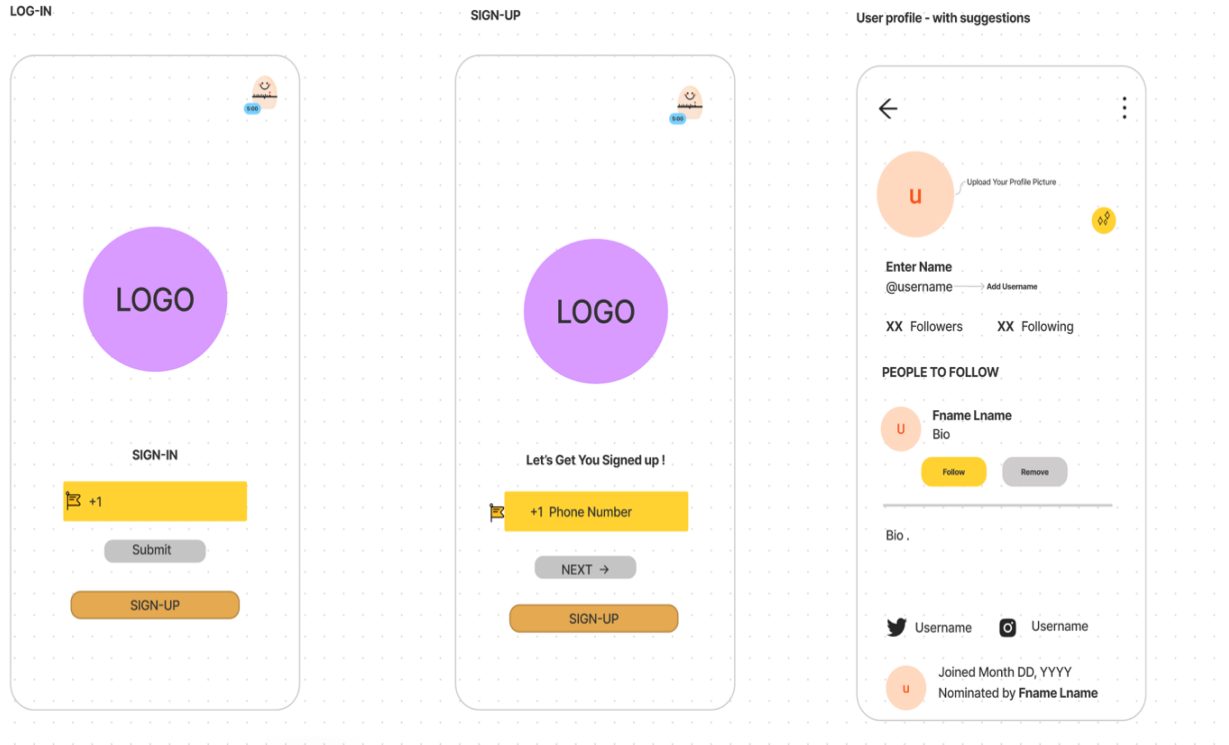


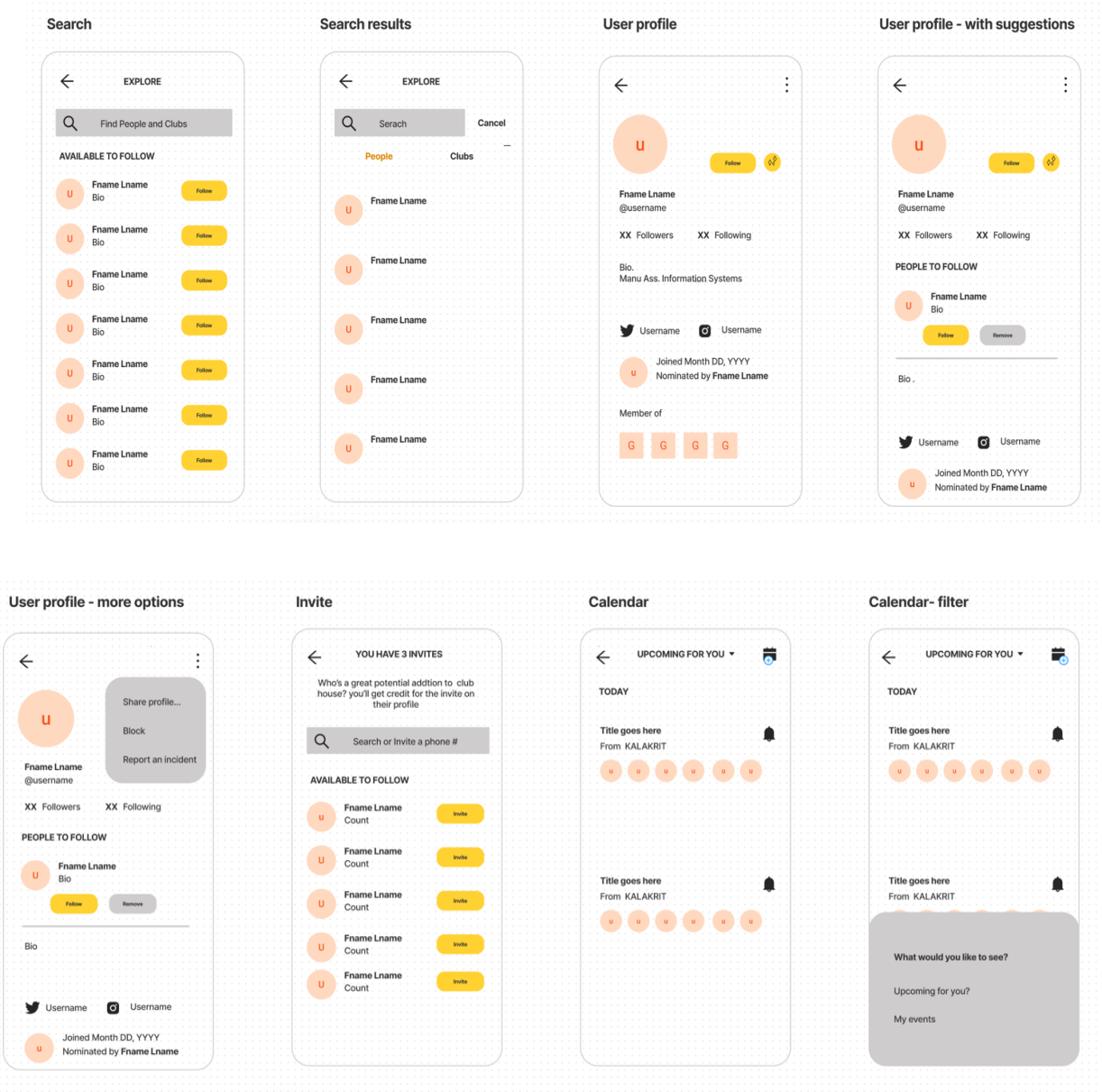

Since new users are mostly in the same time zone, it is possible the app's creator receives a notification each time a user downloads the app. Since the user is asked to add a profile photo and enter their real name, this gives the creator a few minutes to intercept the user, and onboard them personally.

4.2 List all rooms

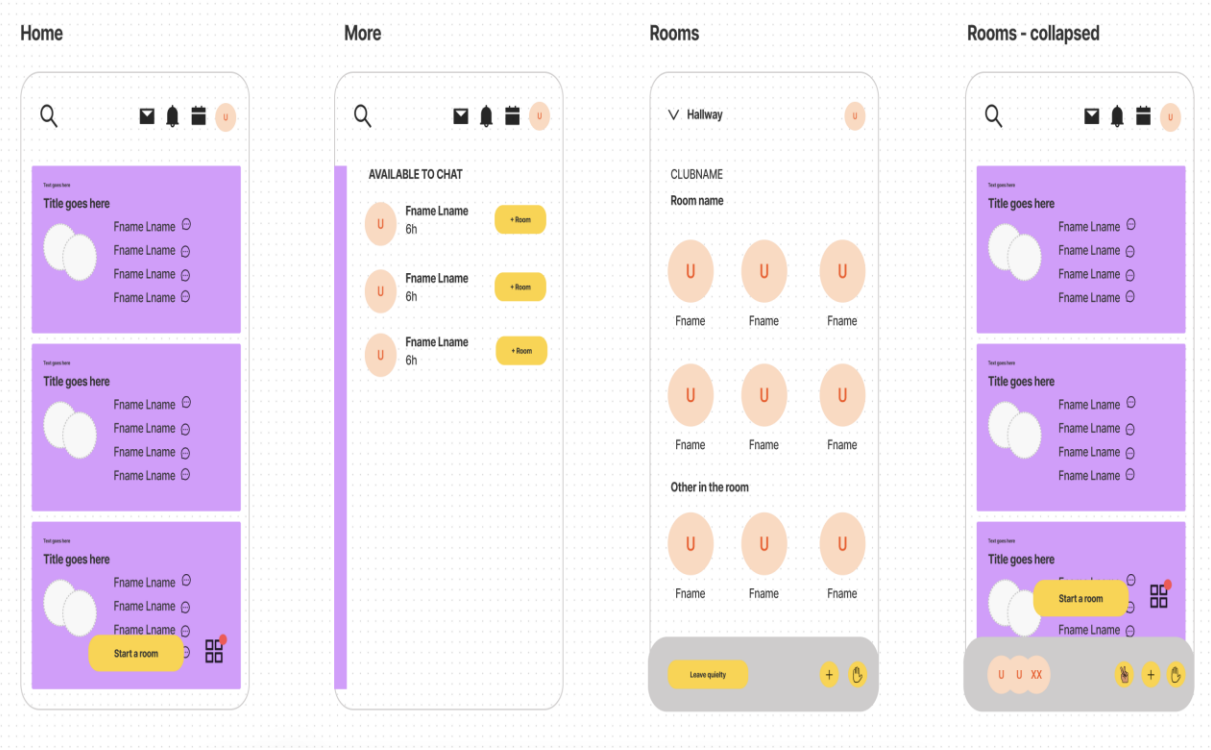
This basically includes:

- All the rooms that are being hosted within a club, AND
- All the rooms that aren't within any specific club






- The screen contains a scrollable list of rooms, displayed within a card. If you notice closely, each room-card has the following information:
- If the room is being hosted within a club, the name of the club appears on the top (with a green icon next to it).
- The names of some of the participants within the room. On Clubhouse, these are usually the names of the hosts, speakers or moderators within the room.
- On the bottom, you also see the overall number of room participants, and also the number of people in the speaker panel.




# 4.3 The End-to-End User Experience

Below are the only published screens for the Clubhouse app. From all accounts, there may not be much else to it.

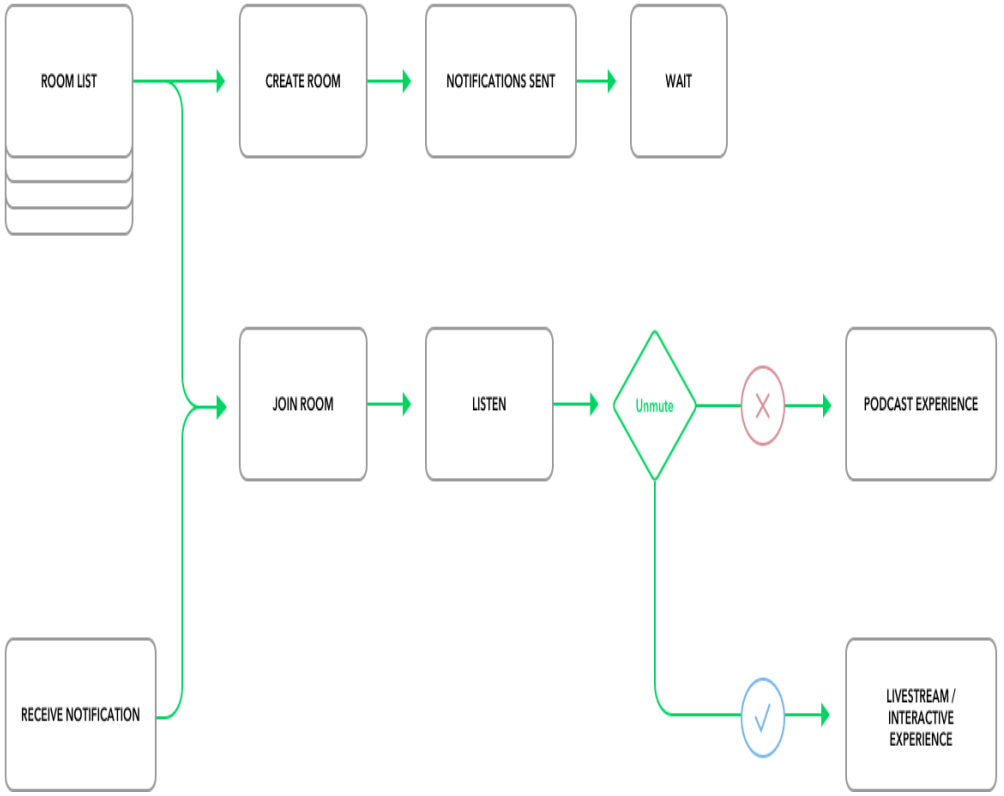
Inventory of Key Functionality

- Users can create, view, and enter “rooms”, enabling small-scale voice chat
- Users receive notifications each time someone enters the app, or starts a room
- Users can update their username and profile image

During a Clubhouse Chat

- Users begin each chat muted, as a listener
- Users can unmute themselves to become a speaker
- Users can raise their hand to politely interrupt a speaker, or request speaking time
- Users can announce they are leaving the room
- Speakers / Hosts can invite other users to speak

## App Flow Diagram




Usability Problems to Solve

Building Communities

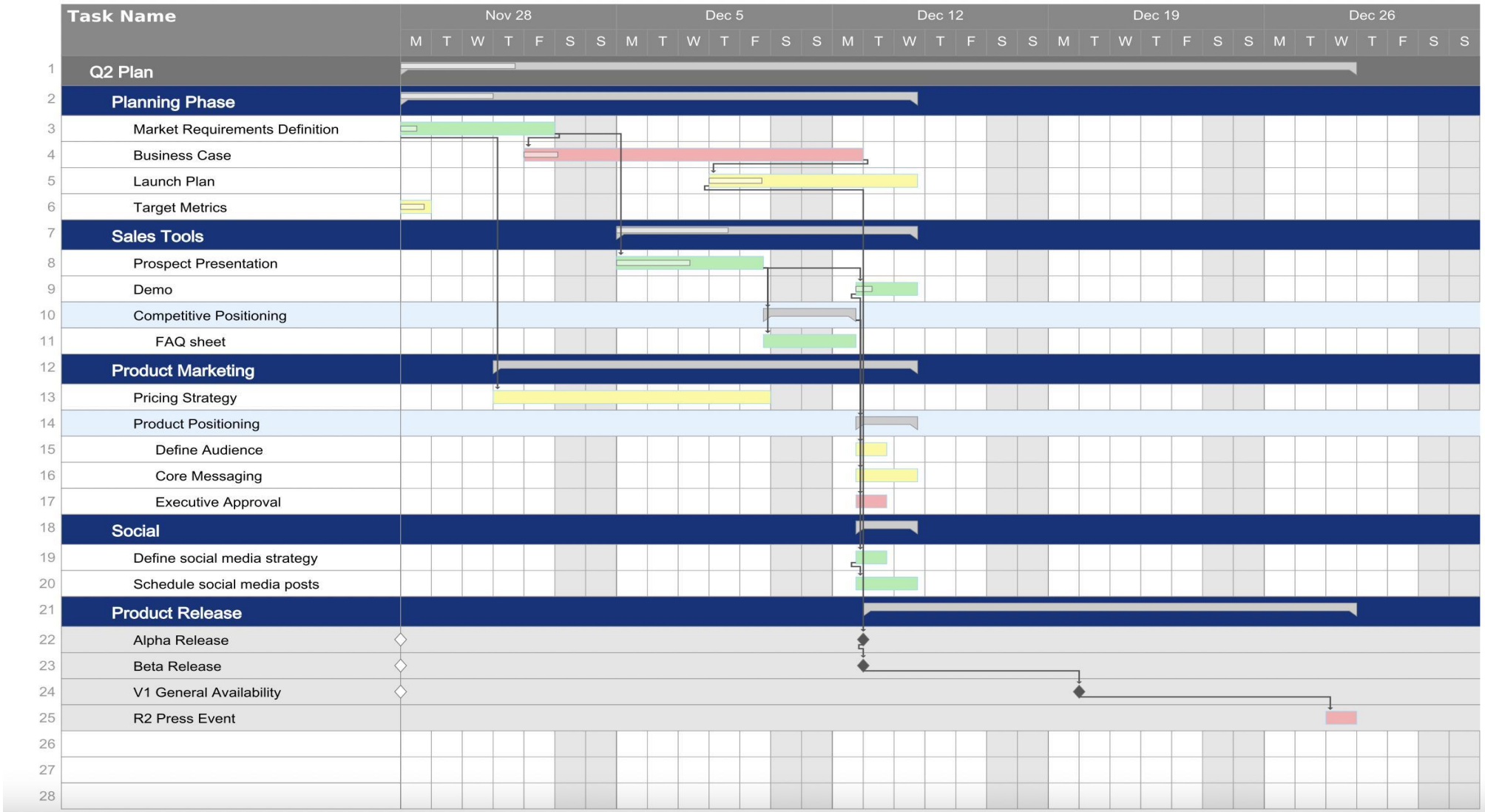
As the app scales, a mechanism to identify and follow users will need to exist. Once the app ventures out of its current, tight-knit Bay Area community, new users will need mechanisms to identify broadcasters they wish to follow, and filter out everything else.
Selective Notifications to Reduce Noise
User Profiles

Discovery

New users and those who have activated will need discovery mechanisms to find relevant broadcasters to follow, and listen to.
Mechanisms to share profiles outside of Clubhouse
Alerts when live streams begin

# 6. GHANTT CHART

| | Task Name | Status | Health | Start Dates | End Date | Assigned To | Description | Duration | Predecessors | % Complete | % Allocation |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Q2 Plan | | | 11/28/22 | 12/28/22 | | | 23d | | 12% | |
| 2 | Planning Phase | | | 11/28/22 | 12/14/22 | | | 12.75d | | 18% | |
| 3 | Market Requirements Definition | Complete | | 11/28/22 | 12/02/22 | Manu Bhardwaj | Expect minor changes as we go. | 5d | | 10% | 100% |
| 4 | Business Case | At Risk | | 12/02/22 | 12/12/22 | Manu Bhardwaj | At risk | 7d | 3FS -1d | 10% | 100% |
| 5 | Launch Plan | Complete | | 12/08/22 | 12/14/22 | Manu | | 4.75d | 4FS -3d | 25% | 100% |
| 6 | Target Metrics | In Progress | | 11/28/22 | 11/28/22 | Manu Bhardwaj | | 1d | | 75% | |
| 7 | Sales Tools | | | 12/05/22 | 12/14/22 | | | 7.75d | | 37% | |
| 8 | Prospect Presentation | In Progress | | 12/05/22 | 12/09/22 | Manu Bhardwaj | Need sales input. | 4.75d | 3 | 50% | 100% |
| 9 | Demo | In Progress | | 12/12/22 | 12/14/22 | Manu Bhardwaj | Sales is working with us. | 2d | 8FS +1d | 25% | 100% |
| 10 | Competitive Positioning | Postponed | | 12/09/22 | 12/12/22 | Manu Bhardwaj | No time to work on this in June. | 1d | 8 | | |
| 11 | FAQ sheet | Postponed | | 12/09/22 | 12/12/22 | Manu Bhardwaj | Need to meet with Sales | 1d | 8 | | 100% |
| 12 | Product Marketing | | | 12/01/22 | 12/14/22 | | | 9.75d | | | |
| 13 | Pricing Strategy | Postponed | | 12/01/22 | 12/09/22 | | | 7d | 3SS +3d | | |
| 14 | Product Positioning | In Progress | | 12/12/22 | 12/14/22 | | | 2d | 10 | | |
| 15 | Define Audience | Postponed | | 12/12/22 | 12/13/22 | | | 1d | 10 | | |
| 16 | Core Messaging | Postponed | | 12/12/22 | 12/14/22 | | | 2d | 10 | | |
| 17 | Executive Approval | At Risk | | 12/12/22 | 12/13/22 | | | 1d | 10 | | |
| 18 | Social | | | 12/12/22 | 12/14/22 | | | 2d | | | |
| 19 | Define social media strategy | In Progress | | 12/12/22 | 12/13/22 | | | 1d | 9SS | | |
| 20 | Schedule social media posts | In Progress | | 12/12/22 | 12/14/22 | | | 2d | 19SS | | |
| 21 | Product Release | | | 12/13/22 | 12/28/22 | | | 12d | | | |
| 22 | Alpha Release | In Progress | | 12/13/22 | 12/13/22 | | | ~0 | 5SS +3d | | |
| 23 | Beta Release | In Progress | | 12/13/22 | 12/13/22 | | | ~0 | 22SS | | |
| 24 | V1 General Availability | In Progress | | 12/20/22 | 12/20/22 | | | ~0 | 23FS +4d | | |
| 25 | R2 Press Event | At Risk | | 12/28/22 | 12/28/22 | | | 1d | 24FS +5d | | |
| 26 | | | | | | | | | | | |
| 27 | | | | | | | | | | | |
| 28 | | | | | | | | | | | |


Task Name
Nov 28
Dec 5
Dec 12
Dec 19
Dec 26
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1 Q2 Plan
2 Planning Phase
3 Market Requirements Definition
4 Business Case
5 Launch Plan
6 Target Metrics
7 Sales Tools
8 Prospect Presentation
9 Demo
10 Competitive Positioning
11 FAQ sheet
12 Product Marketing
13 Pricing Strategy
14 Product Positioning
15 Define Audience
16 Core Messaging
17 Executive Approval
18 Social
19 Define social media strategy
20 Schedule social media posts
21 Product Release
22 Alpha Release
23 Beta Release
24 V1 General Availability
25 R2 Press Event
26
27
28

# 7. CONCLUSION

In conclusion, one can say that if used effectively, the Social Audio app can be beneficial for your business and can also be a great source of entertainment. However, you should also be careful at the same time. Because you might end you spending too much time on the app, listen to people that spread viral misinformation, and even get scammed. To make the best use of the app, make sure Social Audio fits your personality and aligns with your business or fun time goals

# 8. SOURCES


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Mitchell, D. (2021, June 9). *Clubhouse: What is it and why should agencies care about it?* Agorapulse. Retrieved May 8, 2022, from https://www.agorapulse.com/blog/clubhouse-app/#what-is-clubhouse

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