Assignment 3 – RMIT

**Topic**

Kaarma -T13 IT Fanatics have worked together and propose to change the current social media landscape with our project idea “SIFT”. SIFT stands for Scroll through Instagram, Facebook and Twitter. SIFT will be a platform that will allow the users to amalgamate all of the core social media platforms into one easy to use feed. Currently there is a gap in the market when it comes to using multiple different social media sites together. We plan to fill this gap by building the first program that can use multiple social media platforms at the same time in the same program. This cutting-edge idea will allow and save users having to sign into multiple different applications. I will also stop users having to flick between different platforms which is currently common practise for people who have multiple different social media accounts.

SIFT will offer a level of customisation that has not been seen before in the social media space. Currently users of the big three social media platforms are bombarded with content they do not want to see. SIFT will allow select groups to be formed meaning our users will only see what they want to see and ignore the white noise. SIFT will allow its users to have multiple feeds through our application so our users can concentrate on what is important to them. Whether it is having a feed for just family or one just for your work friends SIFT will provide the choice that singular social media programs don’t.

**Aim**

**Primary Aim** – “To create and operate an application that incorporates social media platforms into one feed”

The primary Aim is the completion of goals one through three. It is the completion of the overall project and vision of creating an application that incorporates many different social media platform. The aim is at the top of the pyramid with the goals making up the foundation. Goal one is the most important to completing the aim and if resources or time prevents the completion of the overall project goal one would be the most important to complete with goals two and three completing the aim and competing our groups vision.

**Goal One** – “Create first implementation of SIFT.

Goal one encompasses the first implementation of SIFT being a desktop site that embeds a single Twitter feed. This goals processes and outcomes are far more simplistic than the overall primary aim but once completed move the project one step closer to realising our aim. This goal requires the creation of a simple interface that allows interaction with Twitter social media streams. This goal will require the group to gain permissions from Twitter to utilise their code and intellectual property. A domain name will also have to be obtained. This is needed as the first step in creating our application, it will be sounding board for issues that could and most likely will arise in the project. Successful completion of this goal will help the group determine what works, what doesn’t and how the overall project will progress moving forward.

**Goal Two** – “Switching from a desktop site to a mobile application”

After the completion of goal one the group will have a rough frame work from our project. Goal two moves the project forward but switching across to an application for mobile, tablet or other portable devices. It was important to flush out any issues with the creation of a desktop program but now the move to mobile application is vital due to the demographic that the SIFT idea will appeal to. In goal two the group will move away from only utilising one feed and design and build in infrastructure to host multiple social media platforms ready for goal three. We will also consider and implement Facebook and Google authentication processes for login to the application.

**Goal Three** – “Incorporating other social media platforms and market”

The final goal to achieve our aim relates to the incorporation of other social media platforms into the now created and tested application. This like in goal one would require the use coding and intellectual property of Facebook and Instagram to join the Twitter feed already in use in goals one and two. In this goal we would also fine tune the application and get it ready for marketing. We would have to consider several factors relating to marketing and implement them. These factors include pricing of the application in app stores, possible use of sign up fees or other revenue raising concepts. Utilising all three major social media platforms and later marketing are critical to make the application finically and socially successful.

**Roles**

In our first meetings in preparation for the commencement of this project our team talked in detail about the different aspects of work to be completed and the roles each team member undertake. We found that Technical Designer should be our team member most skilled in website and application design. As such team member Alan was designated this role due to his high level of skill and understanding of HTML, CSS and application design. The other team members agreed not to assign roles with every one undertaking a portion of the work to be completed and working together collectively to get it completed. This way we reasoned that we could cross check each other’s work and value add to the progression of the work being completed. By working this way, we have found we can think as a group and complete work with the input of a variety of different ideas. When this work is completed it is past to Alan for incorporation into the overall application. The group reasoned that by being adaptable we were in a better position to complete the project if any issues arose or if a team member needed assistance the rest of the group could step in as they already have knowledge of the project as a whole.

**Scope and Limits**

The scope and limit of our group project is very difficult to define due to the continual development of social media and purpose of our project to amalgamate social media into one easy to use platform. In terms of the overall project, the scope limit would be the completion of the application and the amalgamation of the three main social media platforms as defined in goals one to three in the previous section. In terms of this assignment and to show proof of concept the scope would be significantly lower with the completion of goal one being ideal which will show the use of a Twitter feed through the desktop site. Our group is very conscious of scope creep, that is why we have clearly defined goals and an overall aim to help us complete the project. The group understands that it is counterintuitive for the project to add additional social media platforms at this time even though there are new platforms emerging regularly that are extremely popular. A good example of this would be the Tik Tock application which is currently used by millions globally. By keeping to goal one of our project, we can demonstrate how the site looks, works and interacts with a major social media platform. We will not be including the other social media sites at this time or move the project into an application format. By staying the course on goal one it will also limit the need for marketing at this time.

**Risk**

The primary risk to our application is the cooperation of the large social media companies that our program will utilise to provide the service of consolidating users feeds. SIFT stands for Scroll through Instagram, Facebook and Twitter meaning if just one of this primary companies are not interested in our idea or does not provide permission for our program to access users feed our project could essentially be over. The primary social media platforms may feel that our idea undercuts their platform and as such take an adversarial stance. We can mitigate this risk by agreeing to stringent privacy conditions as well as any terms or conditions the social media companies feel need to be in place. It is probable that if any profit is made by this application that royalties would have to be paid to the companies whose data and feeds we utilised in our application.

A secondary risk to the application would be the ability to market the application and turn a profit. This could be mitigated with the use of advertisements similar to Facebook or an option to charge for the application once a certain amount of downloads had been reached.

**Group Processes**

Our group is lucky to have experienced the negatives of group work early on in this course. We had one group member leave the group and another member consistently fail to complete tasks. We learned that our failing early on were due to communication breakdowns, and now after a group restructure we have managed to achieve a unity and a strong level of communication and understanding due to our earlier hardships.

Our team have agreed to communicate regularly with meetings every Wednesday and Saturday at a time determine at the prior meeting. We communicate at these allotted times through the use of Discord Voice. We have structured our meetings to provide progress updates of members work and to organise assistance if one member is falling behind or is requiring extra assistance. Our meeting are then structured to cover new business or work to be completed before finally we summarise the meeting so all members are on the same page. If a member does not communicate effectively or misses meetings, we have agreed to deal with the issue early via our instructor to prevent similar problems that the group experienced in a previous assignment.

We have also been utilising GitHub as a communication tool for group members to check each others work and provide feedback or amendments. We decided early on that any group member at any time can write issue or questions in the chat section of our Discord Server and group members would do their best to respond within 24hours.