



ZETECH UNIVERSITY

SOCIALPULSE HUB AN ONLINE SOCIAL MEDIA DASHBOARD TOOL

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A proposal/ research project submitted to ZETECH UNIVERSITY examination counsel for the partial fulfillment of the award in degree in information technology.

Declarations

This proposal/research project is my original work and has not been presented for a degree in any other university
Signature Date

This proposal/research project has been submitted for examination with my approval as university Supervisor
Signature Date

Abstract

SocialPulse Hub is an online dashboard platform that designed to consolidate and particularly display key information and metrics and insights from various social media accounts in a centralized location.

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CHAPTER 1 INTRODUCTION

1.1 Background

1.1.1 Brief social media overview

The immersive influence of social media platforms like Facebook, Twitter, Linked in and Instagram in modern communication has transformed the way organizations, Individuals and businesses engage with their audiences. Such platforms have essential tools that enable the organizations and Individual users to engage with their audience in different ways and at the same time, nurturing a community spirit, educating, building brands etc.

1.1.2 Organizational or User's context

In the case with a business or organization, there is a need of acquiring multiple accounts in different social media platforms. The organization and even an individual user may need to have an account from various social media platforms so as to reach the different variety of people in the respective platforms. With this scenario, the need for managing the performance of the accounts, tracking the performance metrics, and at the same time staying with the real time trends has become a challenge.

1.1.3 The Needs and Gaps

From pass years, several tools designed to manage multiple social media accounts from a single platform while also providing insights into current trends and analytics. Some of them include Hootsuite and Buffer. Despite trying to find a solution, these tools have left behind a gap that is yet to be filled. We may consider for instance the user interface complexity may be found to be overwhelming or complex especially for new users or beginners., pricing, etc. It is clearly a need that there must be a way to consolidate all the various accounts with their performance metrics in a single centralized location that will be able to manage, facilitate real time engagement and show a comprehensive analytics and insights which will be free to use with a friendly user interface for anyone.

1.2 Introduction

1.2.1 Statements of the Problem

From the general view of how social media accounts from different platforms are managed, It is clearly a need that there must be a way to consolidate all the various accounts with their performance metrics in a single centralized location that will be able to manage, facilitate real time engagement and show a comprehensive analytics and insights.

1.2.2 Proposed solution

A clear centralized location is therefore vital to monitor all the operations within the accounts, again, easing the mode of shifting from one account to another. SocialPulse Hub this is where it pops in. The platform will offer all the capabilities required in monitoring all the operations within the accounts. Keep in mind the platform will enable centralizing all the various accounts in one single interface.

Objectives

- 1.Design a platform that incorporates all the various other social media account metrics in a single interface.
- 2.Provide users with relevant data related to their social media account in one location
- 3.Create a user-friendly interface.
- 4.Facilitate scheduling of social content.
- 5.Provide real-time updates on social media activities.
- 6.Offer in depth analytics and insights from their social media performance..
- 7.Support integration of multiple social media platforms or accounts.
8. Allow users to customize the dashboard based on their preferences.

1.3 Research Questions/Hypothesis

Ideally, it is clear that the platform which in this case is the SocialPulse Hub must meet the needs for the target users. Therefore, various relevant challenges must be addressed that affect the entire social media management. There are several considerations and questions we must consider in order for the system/project at hand to fulfill the desired objective.

1.3.1 Research Questions

Some of the research questions we must consider in such a scenario include:

1. What are the most common features and functionalities desired by social media managers, individual users and marketers in a dashboard tool?
2. How can the design of a social media dashboard be optimized to enhance usability and user satisfaction?
3. What are the performance metrics for data retrieval and visualization in a social media dashboard tool?
4. How can we design a system that schedules various social media content?
5. What will be the impact of the the tool on social media ecosystem?
6. How can we design a single interface that binds together several social media accounts in a single interface?
7. How can we design a single interface that binds together several social media accounts in a single interface?
8. What are the users preferences on how social media dashboard should work?

1.4 Justification

Conducting this research is crucial for developing a social media dashboard tool that addresses the growing complexity of social media management, enhances data-driven decision-making, caters to diverse user needs, facilitates real-time monitoring, supports comprehensive campaign management, improves collaboration and workflow, ensures data privacy and security, and drives innovation.

The resulting tool will benefit a wide range of users, including social media managers, marketers, businesses, and influencers, by providing a valuable, efficient, and secure platform for managing their social media activities from various social media platforms. Ideally, the tool (SocialPulse Hub) is designed to address the core challenges faced by social media managers, marketers, and businesses. By providing a comprehensive, user-friendly, and secure platform, the tool will streamline social media management, enhance data-driven decision-making, cater to diverse user needs, enable real-time monitoring and response, improve campaign management, facilitate team collaboration, ensure data privacy, and leverage innovative technologies.

These solutions will not only solve the client's current problems but also empower them to achieve greater success in their social media strategies.

1.5 Proposed Research and System Methodologies

The proposed methodology is therefore suitable so as to ensure the development of a robust, user-friendly, and efficient social media dashboard tool. By following a structured life cycle and employing Agile practices, the research and system implementation will remain adaptive and responsive to user needs, ultimately delivering a valuable solution to the client's problems.

A structured general methodology for designing the system entails:

1. Requirement Gathering and Analysis

Objective: Understand the needs and expectations of stakeholders (social media managers, marketers, etc.). **Activities:** Conduct interviews, surveys, and workshops to gather requirements. Analyze collected data to define clear objectives and specifications for the social media dashboard tool.

2. System Design

Objective: Create a blueprint for the social media dashboard tool based on gathered requirements. **Activities:** Develop system architecture, design user interfaces (UI/UX). Ensure the design aligns with user needs and usability principles.

3. Development.

Objective: Build the social media dashboard tool according to defined specifications and design. **Activities:** Implement front-end and back-end functionalities using Agile development practices. Break down development tasks into iterations to facilitate continuous integration and testing.

4. Integration

Objective: Integrate the social media dashboard tool with various social media platforms and necessary APIs. **Activities:** Ensure seamless data interoperability and real-time synchronization between the tool and social media accounts. Test integration points thoroughly to verify data accuracy and consistency.

5. Testing

Objective: Ensure the functionality, usability, and reliability of the social media dashboard tool. **Activities:** Conduct comprehensive testing including unit testing, integration testing, system testing, and user acceptance testing (UAT).

6. Deployment.

Objective: Launch the social media dashboard tool into a live production environment. Activities: Plan and execute the deployment process, including data migration (if applicable), system configuration, and initial setup. Monitor system performance closely during the initial rollout to address any unexpected issues

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Social media dashboards are typically that are used to track, measure and analyze the performance of social media account channels in a single place. It is therefore crucial for any individual or organization in tracking the account performance metrics, growth to competitor intelligence to social sentiment.

2.2 Theoretical review /Conceptual Framework

The advent of citizen journalism has made social media an all comers affair. Various organizations, businesses, departments, Individuals have all engaged with their audience via these platforms.