Memeoroid

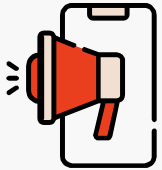
by *The Demogorgons*

David, Don, John, & Julie

Why Memes?

55%

Of adults 13-35 year-olds send memes every week



53%

Send them as a reaction

38%

Follow meme accounts

Ypulse - 2019

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A Digital Marketplace

Our meme-generator app can be used a platform for sponsored ads and posts from social media influencers

External

Sources trying to spread outreach

Internal

Posters creating free content

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Adoption

Many successful companies have already started generating their own memes as advertising

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Profitability

“Style blogger Danielle Bernstein, behind the account WeWoreWhat, told Harper's Bazaar last year that she makes $5,000 to $15,000 from sponsored Instagram posts.”

high snob society - 2017

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Growth

“The total number of [social media] users in America has grown by 10 million between 2020 and 2021”

backlinko - 2022

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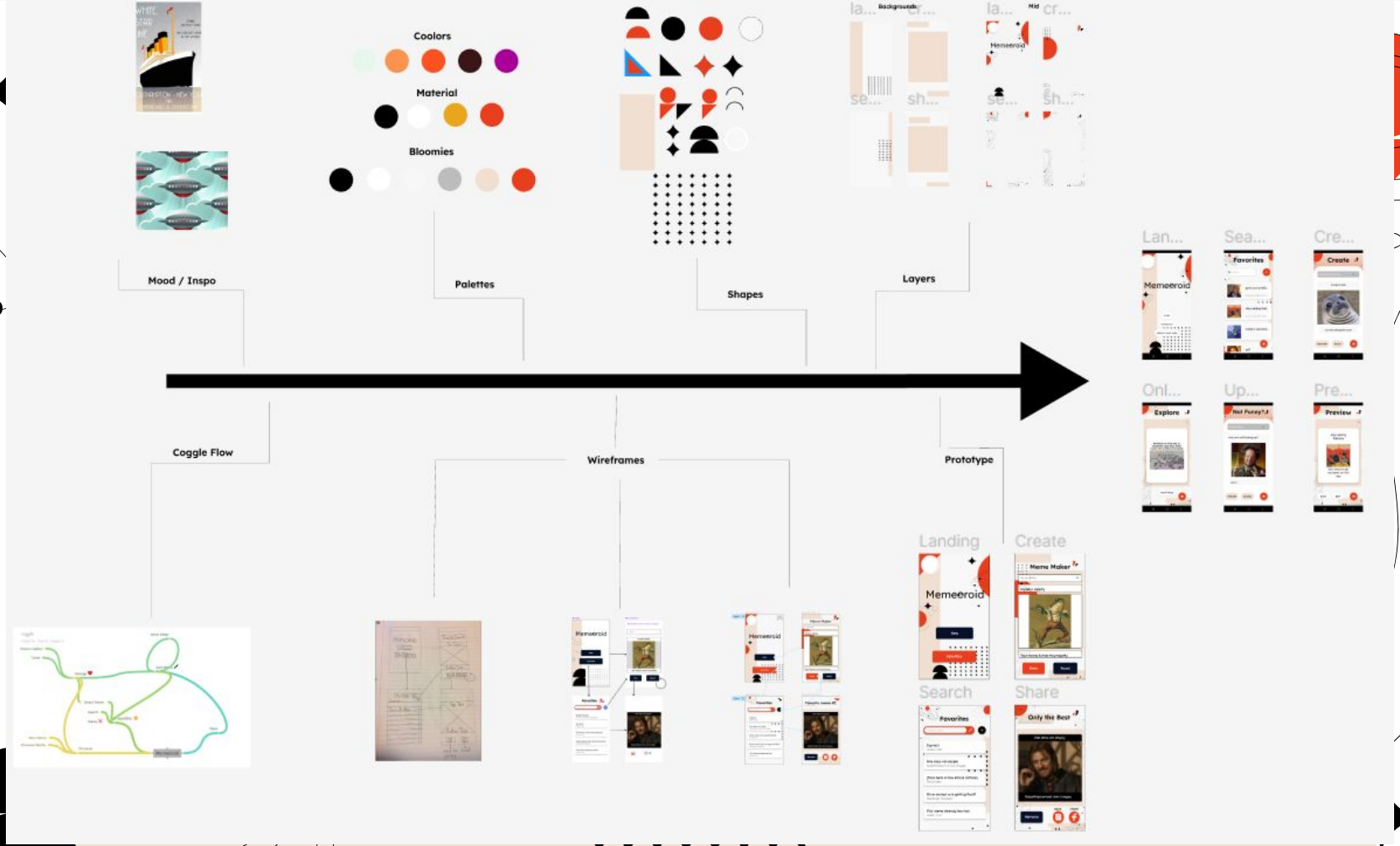

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01

Our App

From conception to production

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Volley & Retrofit

```
//function to load a new image into the imageview
//Uses Volley to fetch and load images
//Volley because it has inbuilt support for images
and this page is only to fetch and display images
private fun loadNewMeme(){
    loadingBar.visibility = View.VISIBLE
     val queue = Volley.newRequestQueue(this)
    val url =
"https://meme-api.herokuapp.com/gimme"
    var currentImageURL : String?
    val jsonObjectRequest =
JsonObjectRequest(Request.Method.GET, url,null,
        Response.Listener{ response ->
currentImageURL = response.getString("url")
            loadingBar.visibility = View.GONE
Picasso.with(this@SurfMemesActivity).load(currentI
mageURL).into(memeImageView)},
        Response.ErrorListener {
            loadingBar.visibility = View.GONE
        Toast.makeText(this,"Something went wrong",
Toast.LENGTH_LONG).show() })
    queue.add(jsonObjectRequest)
}
```

```
//singleton
@GET("memes2.json")
suspend fun getAllTemplates():
Response<List<MemeTemplate>>
companion object {
    var BASE_URL = "https://jshev.github.io/"
    fun create(): RetroApiInterface {
        val retrofit = Retrofit.Builder()
.addConverterFactory(GsonConverterFactory.crea
te())
            .baseUrl(BASE_URL)
            .build()
        return
retrofit.create(RetroApiInterface::class.java)
    }
}
```

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Our Database

memeId	topText	bottomText	image_description
1	The feels when	You step on a cracker	Baby pumps fist
2	Yes!	I beat league of legends!	Gelatinous glob cries
3	<blank>	It's morbin time	Amber Heard
4	Pass the rock bruh 2024	<blank>	B. Sanders on a B.court
5	<blank>	<blank>	Imported meme

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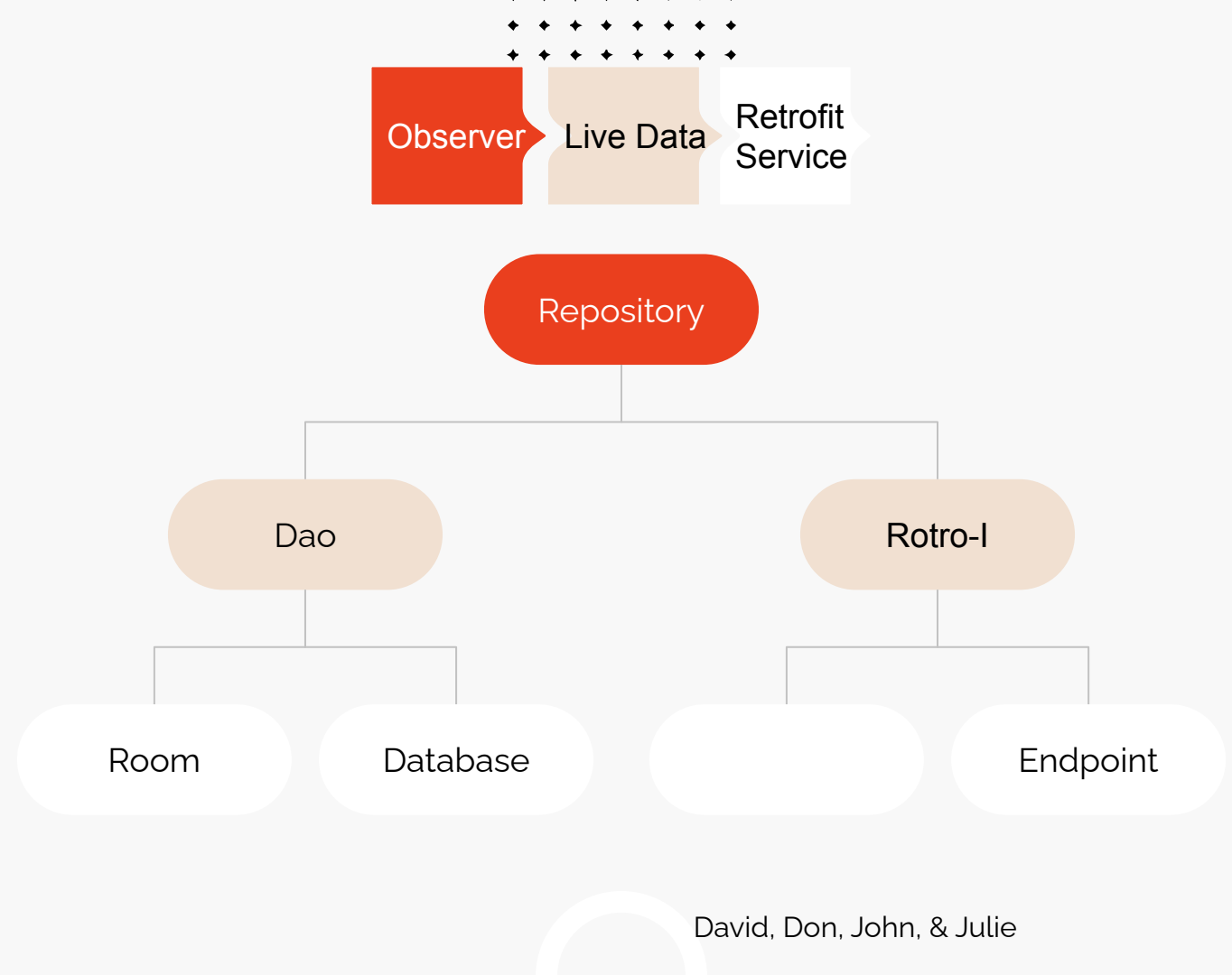

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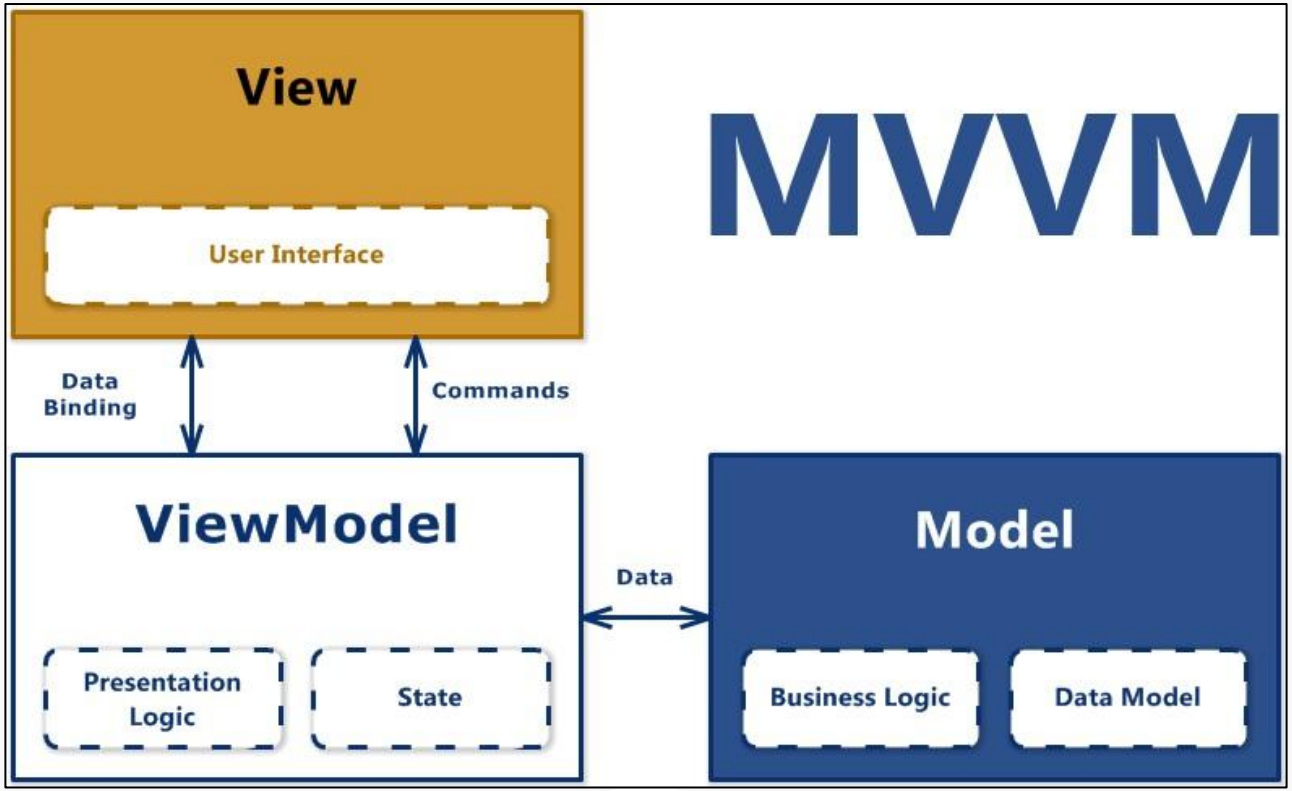
Design Pattern



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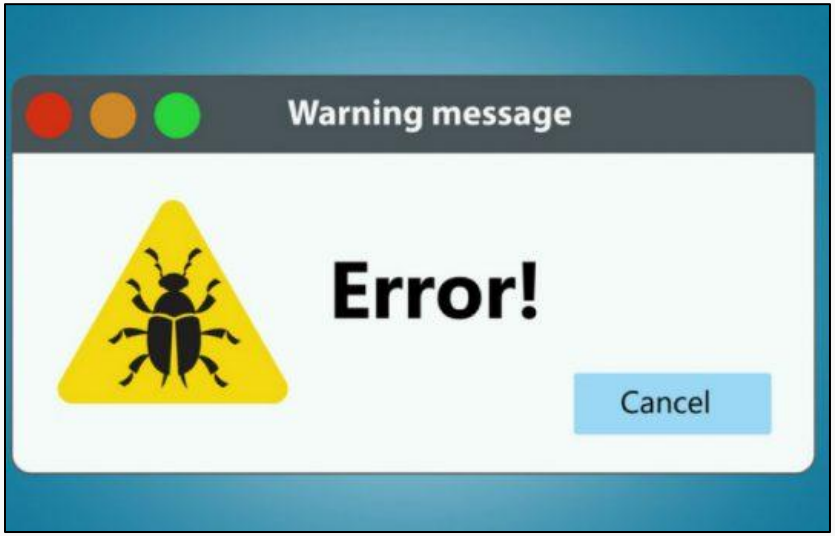
All i’s Dotted and t’s Crossed

- Unit testing
  - Mockito
- Exception handling
  - Try-Catch
- Logging
  - Timber
- Monitoring
  - Crashyltics



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Mockito

```
@Mock
    lateinit var dao: MemeDao
    @Mock
    lateinit var inter: RetroApiInterface
    @Mock
    lateinit var AppDatabase : AppDatabase
    @Mock
    lateinit var repo : MemeRepo
    @Before()
    fun setup(){
        MockitoAnnotations.openMocks(this)
        repo = MemeRepo(dao)
    }
@Test
fun TestselectFavorite(){
    var fakeList =Meme(45,"top", "bottom","img1")
    // mock the function call to the api
    Mockito.`when`(dao.selectFavorite(45,1,0))
        .thenReturn(MutableLiveData(fakeList))
    var result = repo.selectFavorite(45,1,0)
    Assert.assertEquals(fakeList, result?.value )
}
```

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Resources

Photos:

- Woman correcting charts near window
- Front view confident adult male
- Man and woman posing and looking at the camera
- Black boy posing with vinyls
- Vlogger at home with smartphone unboxing clothes
- Young woman recording video at home
- Blonde influencer using smartphone
- Duolingo Owl
- Danielle Bernstein

Vectors:

- Topographic map background concept
- Topographic map background

Icons:

- Icon Pack Social media

Sources:

- Ypulse
- Statista
- BackLink
- Pew Research Center
- HighSnobSociety

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Thanks!

Links:

- Figma
- Github
- Slide Resources

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