

CSE299 Project Proposal

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**Submitted To:**

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1. **Abstract:**

Social media platforms have become very influential over the last decade & the popularities of various such platforms have exponentially increased. Acknowledging their ability to connect people, we decided to create a social media platform to specifically connect potential employers with job-seeking NSU seniors. Our target users will be fresh & recent university graduates seeking internships or part-time, full-time jobs.

1. **Introduction:**

We want to primarily exercise our object-oriented programming knowledge on data structures & algorithms. The aim of the project is to create from scratch, an ad-supported web-based social media platform where users can share data in the form of text, photo, or video but in a limited capacity, with additional features of personal interaction & a more streamlined ad-free experience which can be unlocked & experiences behind a paywall.

The name of this social media platform will be THE\_NSU\_LOOP. The necessary details of the credentials of the job-seeking candidates will be verified by our team through the NSU Office of the Registrar so that potential employers can expedite the process of hiring candidates. The idea of the project is to promote a platform for NSU seniors & alumni to connect with each on a personal level for job placement opportunities.

Our priority is to develop a web platform which would be dynamic in nature, meaning we should be able to add, remove or update any feature at any given time. To achieve this goal, we plan to implement a maintenance platform for the project so that we can tackle any problem at any time without it going out-of-service.

1. **Existing Solution Review**

We are planning to implement our take on most of the features and functionalities of pre-existing social media platforms such as Facebook, Myspace or Hi5 but we drew the most inspiration from LinkedIn, as it is the closest solution to our project because of its focus on professionals.

In an article shared by LinkedIn itself, Sarah Rycraft from The Outplacement Specialists writes “LinkedIn is the largest business-oriented networking website geared specifically towards professionals. It has over 500 million members, in over 200 countries. A professionally written LinkedIn profile allows you to create an online professional brand which can help open doors to opportunities and networks that you may not have been aware of without the help of social media.” “Many people still underestimate the importance of LinkedIn in their job search and are sometimes reluctant to embrace social media. From a job seeker’s perspective, LinkedIn is another tool that you can use to help get ahead when searching for a new job. It is important to optimize your profile and proactively use LinkedIn in order to ensure you are sourcing opportunities effectively.” [1]

Alex Cooly from Harvard Business Review writes: “Your LinkedIn page is often the centerpiece of your online career persona.” “Make your LinkedIn page tell a cohesive and concise story that connects to the audience you want to reach most and get them to reach out to you.” [2]

It is important to note that although we drew our inspiration is LinkedIn, the characteristic trait of our platform is that we are focused on the close interpersonal relationship between students & alumni of a specific university. As such, Account Creation will require one’s unique Identity Number provided by the university & once a user updates their academic and/or professional information, this will be verified by our team so that any potential employer will not have to go through the work of conducting the documents verification on their own: our platform will guarantee authenticity. The word “Loop” in “THE\_NSU\_LOOP” implies that a senior university student will get hired through our platform & in a decade return to use our platform again to recruit students from their alma mater on behalf of their employer.

1. **Description**

It will be assumed that the users will possess good internet connectivity. Users will have to register using their (NSU) email address. The user interface will be in Basic English.

* 1. **Project Features**

*Basic Membership*

* Show advertisements
* Account Creation: Sign-Up; Sign-In
* User Profile: Create Profile; View profile
* Connection: Send Request, Accept Request
* Discover New People Through Mutual Connections
* Post: Create, View, Like, Comment, Share a Post
* Upload: Photos & Videos (to be determined)
* Search: Search Profiles by name, tag etc.
* Notifications: Alert user of activity surrounding their profile

*Premium Membership*:

* Advertisements Disappear
* Payment Features
* Peer-to-Peer Messaging (to be determined)
  1. **Technical Details**

For maintaining communication between the group members, we will use Slack. For documentation and the gradual development of the source code we will use GitHub . Details of each will be shared with Mr. Rifat Ahmed Hassan Sir.

* Operating System: Windows/ Linux/ Mac
* Distributed Database: MySQL
* Front-End: HTML, CSS
* Back-End: PHP
  1. **Roles & Responsibilities**

Our two-member team decided to divide the project into parts of front-end & back-end development.

1. **Project Breakdown with Time Effort Estimation**

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| **#** | **Stage / Task** | **Work Hours** |
| **Stage 1** | **Analysis & Design** |  |
| 1.1 | Requirement Analysis | 10 |
| 1.2 | Define Work Plan | 5 |
| 1.3 | Create SRS | 10 |
| **Stage 2** | **Implementation** |  |
| 2.1 | Learn Related Framework | 25 |
| 2.2 | Design Database | 10 |
| 2.3 | Design Logo | 5 |
| 2.4 | Add Sign-In Functionality | 5 |
| 2.5 | Add Profile Functionalities | 15 |
| 2.6 | Add Post Functionalities | 10 |
| 2.7 | Add Profile Connection Functionality | 5 |
| 2.8 | Add Discover Connections Functionality | 10 |
| 2.9 | Add Notification Functionality | 5 |
| 2.10 | Add Like, Comment & Share Post Functionalities | 15 |
| 2.11 | Add Photo-Upload & Messaging Functionality | 25 |
| **Stage 3** | **Testing & QA Tasks** |  |
| 3.1 | Write Unit Tests | 10 |
| 3.2 | Bug-Fix | 25 |
| **Stage 4** | **Deployment** |  |
| 4.1 | Deploy on Host & Client Servers | 10 |
| **Total Work Hours (Estimated)** | | **200** |

1. **References**

[1]. Cooley, A. (2020, April 14). *How to Tell Your Story on LinkedIn*. Retrieved from www.hbr.org: https://hbr.org/2020/04/how-to-tell-your-story-on-linkedin

[2]. Rycraft, S. (2018, May 24). *The Outplacement Specialists: 7 Benefits of using LinkedIn* . Retrieved from www.linkedin.com: https://www.linkedin.com/pulse/7-benefits-using-linkedin-sarah-rycraft/