Project Name: Developers Hub Corporation - **LinkUp App**

**App Purpose:**

To build a minimal, user-friendly social media platform where users can easily connect, share content, and manage their profiles. The app emphasizes clean design, quick interactions, and responsive performance across devices.

**Target Audience:**

Age Group: 18–35

Profile: Tech-savvy individuals, developers, freelancers, content creators, digital nomads

Preferences: Mobile-first usage, privacy-respecting platforms, minimal design

Motivation: Networking, content sharing, thought leadership without noise

**Success Metrics (KPIs):**

Onboarding time: < 1 minute

Post creation time: < 30 seconds

Usability testing success rate: ≥ 80%

App crash-free rate: > 98%

Time to load home feed: < 2 seconds

*KPI stands for Key Performance Indicator. It’s a measurable value that shows how effectively a person, team, or project is achieving key objectives.*

*In UI/UX design, KPIs help you track whether your app or design decisions are successful. Here are some examples specific to a social media app like yours:*

*KPI*

*Onboarding Time How long it takes new users to sign up and start using the app (Short onboarding = less friction = more users)*

*User Retention Rate = How many users return after the first day/week/month (Shows how engaging your app is)*

*Time to Create Post = How quickly users can make a post (Measures ease of use and task efficiency)*

*App Load Speed = How fast pages/screens open (Directly impacts user satisfaction)*

*Crash-Free Rate = Percentage of sessions without crashes (Shows app reliability)*

*Net Promoter Score (NPS) = How likely users are to recommend your app (Reflects overall user satisfaction)*

*Using KPIs helps you set goals, measure progress, and improve your design based on real feedback. Let me know if you want a KPI tracking table for your project!*

WEEK 1**: USER RESEARCH & WIREFRAMING**

1 USER RESEARCH SUMMARY

a. Competitive Analysis:

* Threads – Simple interface, short-form posting
* X (Twitter) – Fast-paced, trending conversations
* Instagram – Visual storytelling, user-centric profiles
* Reddit/Mastodon – Community threads, mixed content types, decentralized

b. User Pain Points (from feedback & analysis):

* Intrusive ads & irrelevant suggestions
* Feature bloat and complex menus
* Poor performance on budget/mobile devices
* Limited privacy controls and data transparency

c. User Needs & Expectations:

* Distraction-free, fast content posting
* Straightforward signup/login process
* Simple, clean navigation
* Mobile-first and fully responsive UI
* Intuitive controls and personalization options

2. KEY FEATURES & USER FLOW

User Flow:

1. Open App → Login/Sign Up

2. Home Feed → View Posts

3. Post Creation → Write/Upload

4. Profile → View/Edit

5. Settings → Preferences & Privacy

Core Features:

* Email or Google login/signup
* Feed: Text/image posts, likes/comments
* Post creation: Upload image, write caption, hashtags
* Profile: View/edit, follow stats, own posts
* Settings: Theme toggle, language, notifications, account visibility

---

3. WIREFRAME STRUCTURE (LOW-FIDELITY)

1. Login/Signup Screen

Top Section:

App name: LinkUp

Logo

Input Fields:

* Email
* Password
* Confirm Password (for sign-up)

Buttons:

* Login / Sign Up (primary)
* Continue with Google

Text Links:

* Forgot Password?
* Already have an account? Switch form

Design Tips:

* Clean centered layout
* Password visibility toggle
* Error message display (e.g., “Invalid email or password”)

2. Home Page

**Top Bar:**

Logo (left)

Search (center)

Notifications icon (right)

**Feed:** Each post card includes:

* User avatar + name + timestamp
* Text and optional image
* Like | Comment | Share buttons
* Hashtags (e.g., #coding, #design)
* Floating Action Button (FAB):
* “+” for new post

**Bottom Navigation Bar:**

Home | Explore | Create | Notifications | Profile

**Empty State:**

“No posts yet. Start by sharing your thoughts!”

3. Post Creation Screen

**Header:**

Back Button + “Create Post”

**Fields:**

Multi-line text input

Add image (file picker)

Add hashtags (#)

**Options:**

Post visibility: Public / Followers only

(Optional) Schedule post

**CTA Button:**

Post Now (highlighted)

**UX Tip:**

Prioritize uncluttered space; reduce friction for quick posts

4. User Profile Screen

**Top Section:**

Cover photo (optional)

Circular profile picture

Username, @handle, bio

Follower/following counts

Edit Profile button

**Tabs:**

Posts | Media | Likes

**Post Section:**

Post cards (same as feed)

Edit/Delete own posts

5. Settings Screen

**Profile Settings:**

Change email, password, username

Update profile photo and bio

**Preferences:**

Theme toggle (Dark/Light)

Language

Notification preferences

**Privacy:**

Account visibility (Public/Private)

Blocked users

Export/delete account

**General:**

About

Terms of Service

Send Feedback

Logout

VISUAL & UX GUIDELINES

Clean, whitespace-friendly layout

Soft-rounded corners and simple shadows

Legible sans-serif font (e.g., Inter, Poppins)

Mobile-first responsive design

Smooth transitions (fade, slide)

High contrast for accessibility

Use WCAG 2.1 AA accessibility standards

Error/empty/success state handling