Introduction and Overall Estimate, Development of Digital HUB Platform

Based on a review of the project description, attached screenshots, and previous dialogue, we have assessed the scope and prepared an overall estimate for the development of a customised digital platform with functionality for publishing and data collection from social media.

The platform will be developed as a combined solution for mobile (iOS and Android via React Native) and web (responsive frontend), with its own backend and administration system. It is assumed that the solution will support both manual registration of links/profiles and dynamic connection to external platforms via API.

The delivery is based on a combination of estimate-based value delivery and a time bank. This provides flexibility to adjust functionality and priorities along the way, while also ensuring overall framework control. We use the time bank for documented effort, but aim to deliver as much value as possible within the agreed estimates.

Basis for the Estimate

App and Web Development:

- Development of a mobile app for iOS and Android (React Native or Flutter)
- Responsive web version with shared codebase and component structure

User Functionality:

- Registration and login (including third-party login)
- Creation of a personal profile hub
- Ability to add and structure social profiles and links
- Exploration function (search, follow, categorise users)
- Internal messaging function (chat or similar)

Publishing and Planning:

- Planning calendar for posts
- Ability to create and save posts in the app
- AI-based support for text generation (OpenAI integration)

Two-way Integration with Social Media:

- Authentication via OAuth (or similar) per user per platform
- Retrieval of data from social media (where API access permits)
- Publishing posts directly from the platform (where permitted)
- Token management and maintenance of user connections
- Support for 2–3 platforms in the first version (e.g., Meta, LinkedIn, YouTube)

Analysis and Insight:

- Simple statistics and display of engagement or reach
- Overview of which channels are most effective (per user)

Backend and Administration:

- Customised backend
- Admin panel for overview, moderation, and user administration
- Role management and access levels

Design, QA, and Project Management:

- UI/UX design
- Testing routines and quality assurance
- Publishing to App Store and Google Play
- Project management, documentation, and handover

The estimate should be validated through a preliminary project where we jointly define a detailed functional specification and map the technical possibilities, especially related to API access for retrieval and publishing in selected social media.

Each integration must be assessed and developed uniquely per platform, based on available documentation, approvals, and limitations in external systems (such as Meta, TikTok, LinkedIn, etc.).

Focus on Core Structure First

We recommend prioritizing the development of the platform's core structure and essential functionality in the initial phase of the project. This provides a solid foundation for further development and makes it easier to address technical challenges and adapt integrations and additional features as new insights and needs emerge along the way.