



TagTrend: Custom Hashtag Generator

2023.11.22

뻘뻘노 22110174학번

Introduction

"TagTrend" is a mobile application designed to generate relevant and trending hashtags for social media content, utilizing the Hashtagy API. The app aims to enhance user engagement on platforms like Instagram and Twitter.

Objective

To develop a functional, user-friendly hashtag generator app that helps users find and use effective hashtags to increase their social media reach and engagement.

Target Audience

- Social Media Enthusiasts
- Content Creators
- Digital Marketers

Key Features

- I. **Hashtag Generation:** Based on user input using Hashtagy API.
- II. **Simple User Interface:** Easy navigation and hashtag display.
- III. **Copy and Share Functionality:** Allow users to copy hashtags to clipboard and share directly to social media apps.

Development Plan

1. **Platform:** Android (using Android Studio)
2. **Programming Language:** Java
3. **API Integration:** Hashtagy API
4. **Timeline Breakdown:**
 - Week 1: Requirement analysis, project setup, and beginning of UI development.
 - Week 2: Completing UI, integrating Hashtagy API, and beginning backend development.
 - Week 3: Finalizing backend, conducting user testing, and making necessary refinements.

Resource Allocation

- Minimalist UI/UX design for speed.
- Focused development efforts on core functionality (API integration and basic app features).

Expected Outcomes

- A basic but functional hashtag generator app ready for user testing and feedback.

Conclusion

"TagTrend" in its initial version will serve as a quick and efficient tool for social media users to enhance their online presence through effective hashtag usage. Post the initial development phase, the app can be refined and expanded based on user feedback and market trends.