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Sociovert

A social media chat application for niche community

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# Introduction

Social media is a computer-based technology that helps us to communicate with people, share, create or exchange content and creative ideas virtually. It is not just a broadcast channel or a marketing tool but is about conversations, community, connecting with the audience and building relationships.

The guiding values for social media management are authenticity, honesty, and open communication.

As technology continues to advance at a rapid pace, it has become increasingly necessary for businesses to have an online presence in order to stay competitive. In light of this trend, digital marketing has become a crucial aspect of business strategy, replacing traditional offline marketing methods. Social media, in particular, plays a vital role in promoting online businesses and increasing brand awareness.

So we will try to create an interactive user-friendly social media website for users to explore and share their knowledge. There exist apps for interaction but the need for an interactive website is still there. **WeVibe** will be a website which fulfills the demands of the users.

Stakeholders in this case are the enthusiastic end-users who would like to know more and connect with people of similar interests.

The social media platform is gradually becoming a new marketplace where businesses advertise, connect, and communicate with their audience. The revenue will be generated through the advertisements.

# Project scope

The Purpose of developing and building **WeVibe** is to create a social media platform where users can join and find communities of their like and join them to explore what they love and post about them and make friends socially and improve their knowledge while sharing.

**WeVibe** will be a user-friendly platform that is easy to navigate and understand. It will allow users to create profiles, search for topics of their liking and delve deeper into it by joining community groups. The feed would be visible to the connected people (friends) only.

Users will be able to share photos, videos, and other types of media, as well as create and join groups. The website will also have a built-in messaging feature that will allow users to send private messages to other users.

This website would provide a better way of communication and entertainment for users. To make the communication more interactive the platform will contain basic features like chatbox, uploading posts or content.

# Methodology and tools used for feasibility study

The team members engaged in brainstorming meetings to undertake the feasibility research.

* Market research - The first step in creating a feasibility report for a social media website is by conducting market research. This involves gathering information about the target market and identifying the needs and wants of potential users. This research was conducted through surveys on different people we know and focus groups.

**Tools:**

* Data Analysis Tools: Tools such as Microsoft Word and Google Docs are used to analyze the data collected during market research and to create charts and graphs.
* Project Management Tools: Tools such as notion are used to manage the development process and keep track of progress.
* Website Design Tools: Tools such as VScode can be used to create wireframes and mockups of the website.

# Technical Feasibility

* Some of the advanced web development technologies, like Node.js, Express.js, and React.js will be used to build the proposed social media interactive website. The website will also be optimized for mobile devices, making it accessible on a wide range of devices.
* The website will be designed to provide a user-friendly and intuitive experience. This will include a clear and easy-to-navigate interface, responsive design, and support for different languages.
* The website will be thoroughly tested and evaluated to ensure that it is functioning correctly and meeting the needs of its users.

# Economic feasibility

* According to a recent study, there are over 2.7 billion active users on social media worldwide, and this number is expected to grow in the coming years. Additionally, the increasing popularity of mobile devices has made it easier for people to access the internet and use social media on the go.
* As the number of users will increase in the future, similarly the number of advertisements will also increase so we would get the revenue from the advertisements or from sponsorships by partnering with different brands or companies to provide exclusive content or discounts and could also generate revenue by providing data analytics and insights to businesses.

# Operational feasibility

* The proposed social media chat website is operationally feasible. With the appropriate resources, user acceptance, integration, data management, technical requirements, maintenance, scalability, and training in place, the website is expected to operate efficiently and effectively.
* It will require an adequate number of dedicated developers and designers who will build it and maintain it.
* It will have a user friendly interface and experience which will increase the user acceptance and will be tested and maintained regularly to keep the user interaction good.
* It will also be integrated with other social media applications which will allow easy share and access between the platforms.
* It will have a good amount of maintenance and database which will ensure privacy to the users.

# Legal feasibility

* The proposed social media chat website is legally feasible. With the appropriate legal compliance measures in place, the website will be able to operate in compliance with all relevant laws and regulations.
* The website will comply with the data privacy rules and will protect the users data.
* It will protect the users against cyber attacks and data breaches by not allowing and warning users about malicious links.
* It will monitor the online content posted and keep the website clean for users.

# Observation from the feasibility study

* We observed what kind of fields there would be and what features are to be considered from the user perspective while starting a project.
* We understood the types of feasibility there are to be considered while working on a project which helped in making the ideas clearer.
* The amount of time and effort that should be required in completing a project successfully and deploying it.
* It helps us understand the stages after completing and deploying the project like the legal and stakeholder stage.

# Challenges faced during the project study

* Time Management
* Absence of a common ground for working together.
* Personal issues faced by team members during the project study which caused the delay.
* Collision of other projects and assignments.
* Lack of skills which required more time to learn.
* Learning took more time as it is the first time for the team members in this domain.

# Recommendations and conclusions

The proposed social media chat website is a viable project that will meet the needs of a growing market.

With its user-friendly interface, rich feature set, and robust technical infrastructure and potential for significant revenue generation, the website will be able to provide a valuable service to its users and is a worthwhile investment.

With the appropriate legal compliance measures in place, the website will be able to operate in compliance with all relevant laws and regulations.

With the appropriate hardware and software requirements, security, user experience, integration and testing in place, the website is expected to operate efficiently and effectively

# Team name: Sociovert

Team members:

Krishna Jaiswal (21bcs056)

Udayini Vedantham (21bcs130)

Nancy Yadav (21bcs071)

Santhosh Naik(21bcs036)