

RAD Model for Social Media App Development:

Iteration 1: Basic Profile Creation

Objective: Develop a basic version of the app allowing users to create profiles with essential information.

Prototype Features:

User registration and login functionality.

Profile creation with basic details such as name, profile picture, and bio.

Release Features:

User authentication system.

Profile creation and editing capabilities.

User Engagement and Feedback:

Gather user feedback on profile creation process and interface design.

Iteration 2: News Feed and Content Sharing

Objective: Introduce a news feed and content sharing functionality to facilitate user interaction and content discovery.

Prototype Features:

News feed displaying posts from followed users.

Ability to create and share text-based posts.

Release Features:

News feed with post previews.

User Engagement and Feedback:

Collect user feedback on the usability of the news feed and post creation features.

Iteration 3: Multimedia Sharing

Objective: Enhance user engagement by enabling multimedia content sharing, including photos and videos.

Prototype Features:

Ability to upload and share photos.

Basic photo editing features (filters, cropping).

Release Features:

Support for photo and video uploads.

Advanced photo editing capabilities (filters, stickers, captions).

User Engagement and Feedback:

Solicit user feedback on the multimedia sharing experience and photo editing tools.

Monitor user engagement with multimedia content to assess feature adoption and popularity.

Iteration 4: Social Interactions and Messaging

Objective: Foster user engagement through social interactions such as likes, comments, and private messaging.

Prototype Features:

Like and comment functionality on posts.

Basic private messaging system.

Release Features:

Enhanced social interaction features, including likes, comments, and shares.

Fully-featured private messaging with multimedia support.

User Engagement and Feedback:

Encourage users to interact with posts and each other to gauge engagement levels.

Gather feedback on the messaging experience and iterate based on user suggestions.