Project Proposal - Social Texting

Since the invention of Short Message Service (SMS) in 1984, texting became a massive commercial industry.  The simplicity of texting and its widespread support by almost all mobile devices has led it to be one of the most preferred ways of short communication. According to the latest statistics, on average there are about 200,000 texts sent every second, totaling to 6.1 trillion texts per year. Nevertheless, the underlying concept of texting remained unaffected amidst the massive changes brought by Internet. Social web connected billions of people around the world via user profiles, advanced video and text chat messaging systems, and forums, but yet left the growth of simple 180 character long text messaging system unhindered.   
  
Understanding the vast potential of the social web and the pervasive use of texting, our team proposes to create a new way of sharing information that would combine social web with the simplicity of texting. The software will present a geo-aware mobile and desktop application that would allow creating “text-groups”, sending texts to friends in the nearby vicinity, and also sharing texts using common social websites such as Facebook and Twitter. The project will fuse multiple mobile platforms with Google+, Facebook, Twitter, Google Maps, and various other technologies and social sites to create an engaging and entertaining text-sharing environment.   
  
Additionally the use of location opens a whole new world of options in sending texts and sharing social media. The potential for things such as viral texts or public location based tweets become possible. Non-emergency alerts for the campus with cool activities going on around campus could go out and based on interest from initial batches of recipients go viral and be spread to everyone or quickly be dumped. Imagine a world where you can read tweets from a person at a concert with you without even knowing who they are. By integrating these social platforms the possibilities are truly endless.  
  
As a development goal, we would like to make this application available for all major mobile devices. Tools such as Mobile Web Framework developed by UCLA and PhoneGap, a native container optimized for Blackberry, iOS, and Android and other mobile devices, will greatly help to achieve this objective. Other technologies that will be utilized for the project include web services, HTML5, CSS3, JavaScript, JQuery libraries, JSON and AJAX technologies.

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