CSE 403 - Project Proposal

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Social Media Dashboard

Vision: Our vision is create one place where our customer can easily update all of their social media accounts. This site would allow a user to upload posts, pictures, and other content on a single website and have that information propagated on Facebook, Twitter, LinkedIn, Pinterest, Google+ or any other social networking site. Along with automatic propagation we would offer a scheduling feature -- where a user could create all of their posts at one time and set a schedule to post them at a future date. Our solution would allow small businesses as well as individuals to manage their social media quickly and efficiently. This site would be a dashboard or control panel to automate much of the process of social media marketing. This is mainly meant to be used as a business tool but could also benefit individual users wanting to save time making posts.

Problem: The problem is that with more and more social media networks emerging, it is difficult and time consuming to manage them all individually. Social media is becoming a key part of many business marketing and large companies often dedicate one or more employees to it. However, small businesses often don't have the resources for a dedicated social media employee and their marketing suffers as a result. A second problem for small bussinesses is that less tech savvy people are finding it difficult to keep up with the large number of sites. These people know it is an important part of their business, but do not exactly know or remember how to navigate through each different site. People waste much more time than we believe is necessary to try to keep pages current and stay involved with the latest social media sites.

Existing solutions: We were able to find a similar site to what we are looking to do (http://gremln.com/), but the site is limited to only Facebook, Twitter and LinkedIn and it costs money. We feel the solution needs to have a larger breadth of networks to post to in order to reach as many people as possible. We do think there are some potentially very powerful features missing from this current site like scheduled posting. The current solutions are a solid foundation, but they do not completely solve the users' problems and make social media as easy as possible.

Architecture: Our architecture will follow the standard Model, View, Controller Design Pattern. The model will consist of a posgreSQL database which will contain a user table, a social media table, and a scheduled events table. Social media accounts and scheduled events will be related to a user. The controller will be python within the django framework and the view will be the html/css/javascript loaded by django. In this way we can use a small bit of logic to have python load different views depending on the users browser (think mobile). We will modularize the calls to the various social media sites so that we can plug in specific sites for specific users. Further, we will use partial views for each social media site to modularize the presentation of the sites. For instance we will have a separate view for each social media site and the controller will dynamically load these partial views into a user specific page.

Tool chain: We are hoping to use django/python for most of the backend code and use postgres to interact with the database. The front end ui will be done with simple html/css/javascript. We will have

to interact with each different api written in different languages, which will probably force us to use different languages to create the actual posts. We feel these languages will be the most simple and allow us to focus our energy on different features instead of having to learn new technologies all throughout the project.

Minimum product: Our minimum product is for the user to be able to enter a text post on our site and have that posted to Facebook, Twitter and Google+. These seem to be the more popular social media networks currently available and the simplest type of post. While there are many other features we hope to have time to implement, this is the first and most important step to our social media dashboard. Once simple posts are complete, we will then address posting pictures, automated posts as well as expanding the social networks available to post to.

Risks: The biggest risk we face in this project is interacting with all of the different social media networks. They each will have their own challenges in posting and their own api's to figure out. While most of the api's are fairly well established, none of us have used them yet and will probably be the most important thing for us to figure out. This has been done by other sites, so we assume it is possible but we haven't actually made posts this way ourselves yet.

Created Product: We are delivering a website as the product in our project. The initial website is meant to be for a desktop/laptop. But, we would like to make mobile friendly ui's to enable customers to easily access the site from their tablet or mobile phone.