

PROJECT TYPE

Social media

DURATION

1 month

METHODOLOGY

Scrum

TEAM

1 PM

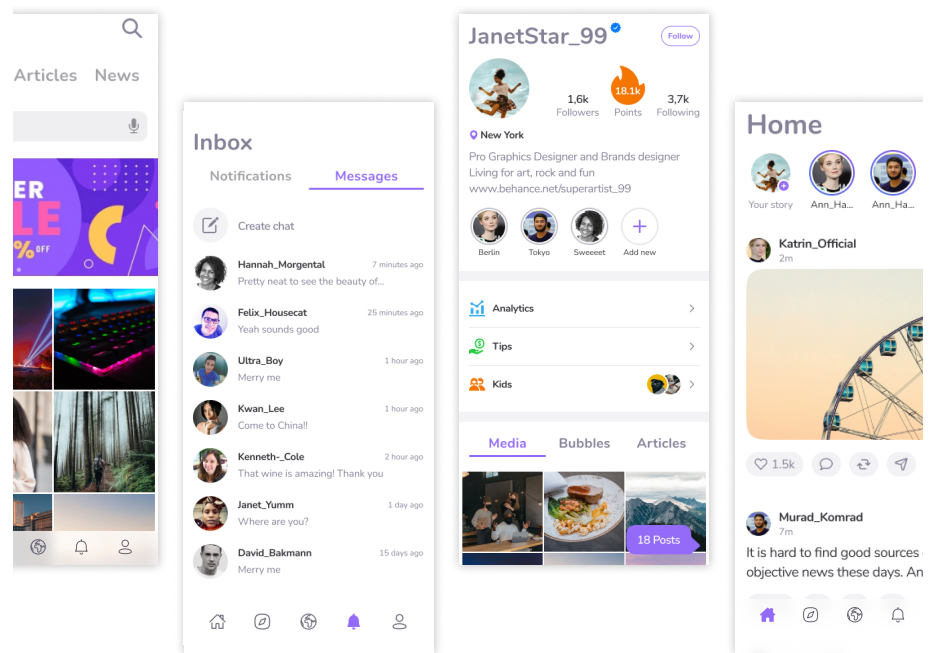
1 UX/UI

1 BA

1 TL

All-in-One Social Media Platform to Beat Facebook: A Discovery Phase

SumatoSoft helped shape the initial vision for an app – an all-encompassing social media platform designed to rival Facebook. Through our dedicated discovery phase, we transformed a budding idea into a solid, investor-ready prototype.



Project Distinctive Features

Features That Were Supposed to Rival Facebook

- ✓ Parental control over child accounts
- ✓ Integrated gaming platform
- ✓ User role-specific page layouts
- ✓ Consolidation of popular social network features

What We Did for the Client

- ✓ **Comprehensive Vision and Scope Document** – we curated a vision and scope document to bring the project into sharper focus, outlining the critical goals, requirements, and scope of the ambitious social media application.
- ✓ **Crafted a Clickable Prototype** – we developed a clickable prototype with 25 pages for mobile that demonstrated the potential user experience of the application.

- ✓ **Detailed Market Research** – our team conducted extensive market research, generating a wealth of insights into growing social networks, user acquisition, age demographics, preferred phone models, and social media trends. This deep dive into industry studies and social network reports armed the Client with robust data to better understand their competitive landscape.
- ✓ **Regular Client Demos** – to ensure consistent alignment with the Client's vision, we facilitated weekly demo sessions, presenting our progress and gathering immediate feedback.

Business challenge

Our Client is a US-based company that aimed to disrupt the social media industry. The company approached us with a novel idea – a social media network with the potential to rival giants like Facebook. They envisioned an all-in-one platform, uniting the functionalities of Instagram, Facebook, Twitter, and TikTok.

Main Challenge

The main challenge for our team was to transform this ambitious idea into a concrete vision, paving the way for development and investment acquisition. Our task was to compile a comprehensive vision and scope document and create a clickable prototype. This startup project was to be executed on a fixed-price basis, considering the Client's limited resources.

Additional requirements

It was crucial that the final application included parental control over children's accounts, a gaming platform, customizable user page views based on user roles, and functionalities akin to popular social networks. The Client's vision encompassed both mobile and desktop versions, with the primary focus on the mobile application development.



Our solution

Our approach to the solution began by meticulously researching the market, the target audience, and competitors. The SumatoSoft team gathered valuable insights on emerging networks, user acquisition statistics, age focus, preferred phone models, and social media trends. We reviewed detailed reports on platforms like TikTok to inform our approach.

We **carried out the discovery phase** by developing designs, business documentation, and high-level requirements. The platform was to cater to diverse user roles, such as photographers and bloggers, and to offer separate, parentally-controlled accounts for children under 13. Additionally, a gaming platform was to be integrated, where users could engage in interactive play.

We also **created a clickable prototype** and defined an MVP scope. Our technical team designed a system architecture, using technologies like RoR, React, React Native, AWS, and PostgreSQL.

An integral part of our process was engaging the Client through regular prototype demos, conducted once or twice a week. These sessions allowed us to showcase our progress and gather early feedback, ensuring that the Client's product vision was being accurately represented and that our team was on the right path.

Customer's benefits

Our collaborative work with the Client culminated **in a clear and detailed project vision**. The Client, initially presenting us with a half-baked idea, left with well-defined project schematics and tangible artifacts that would appeal to potential investors.

What's happening with the project right now?

The Client is rising funds for the project development.