

Mystic Gems

Case Study

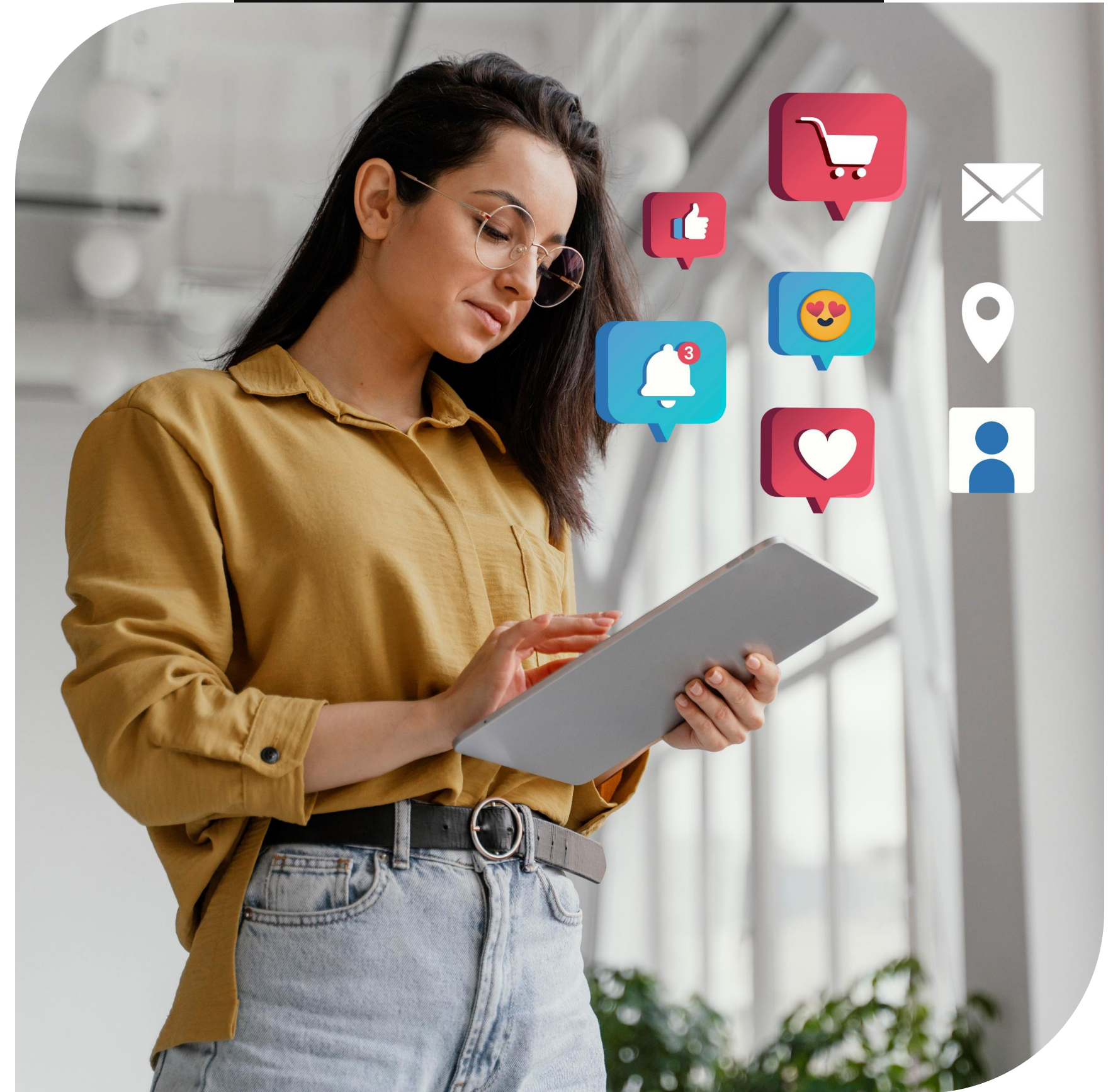


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Project Overview

It's a dynamic social media platform that enables users to share photos and videos, connect with friends and followers, discover new content, and express themselves creatively

Users can leverage it for sharing content publicly via posts or privately through DMs. It allows users to integrate their solana wallet and the wallet balance can be utilized to mark photos/videos as NFTs along with transferring of funds.





Client Requirements

The client aims to develop a social media platform, focusing on photo and video sharing, social networking, and community engagement. The platform should offer a seamless user experience, robust features, and scalability to accommodate a growing user base. Develop a user-friendly mobile application for iOS and Android platforms. And a web app for admin users in laravel to track, analyze and manage the app data It enables users to create profiles, upload photos and videos, and share content with followers.

Implement features such as likes, comments, direct messaging, and notifications to enhance user interaction. Provide Explore functionality to discover new content, trending hashtags, and recommended accounts. Integrate advanced editing tools, filters, and effects to enhance the quality of uploaded media. Implement Stories functionality for ephemeral content sharing. Support real-time notifications for likes, comments, messages, and other relevant activities. Offer cross-platform compatibility, ensuring a consistent experience across different devices and screen sizes.

App Features

1. Feed : The feed is where users share photos and videos with their followers. Scroll through your feed to see posts from accounts you follow. Like, comment, or share posts to engage with others and show appreciation for their content.

2. Stories : Stories are ephemeral posts that disappear after 24 hours. Users can share photos, videos, text, stickers, and interactive features like polls and quizzes. Stories offer a more casual and spontaneous way to share moments from your day.

3. Explore : The Explore page helps users discover new content tailored to their interests. Explore showcases trending posts and personalized recommendations based on your activity and preferences. Discover new accounts to follow and explore diverse communities and topics.

4. Reels : Allowing users to create and discover entertaining videos up to 60 seconds long. With a variety of creative tools like audio, effects, and AR filters, Reels empowers users to express themselves and engage with trends.



Challenges

1. Security and Reliability:

One of the biggest tasks is making sure Mystic Gems is very safe and works well all the time. Since people can buy, sell, and send digital stuff like NFTs using their Solana wallets, it's really important to protect everything they own and do on Mystic Gems. We need to stop hackers and scammers from stealing or messing with people's stuff.

2. User-Friendly Interface:

Another big job is making sure Mystic Gems is easy for everyone to use. Whether someone is putting up their own pictures and videos or just looking around, we want them to find what they want without getting lost. We're working hard to make Mystic Gems simple to use but also packed with cool features that people love.

3. Market Penetration and User Retention:

Since there are already a lot of big names out there for sharing pictures and videos and for buying and selling digital stuff (NFTs), it's a challenge to make Mystic Gems stand out. We want to give people reasons to pick Mystic Gems over the others and make sure they have so much fun that they don't want to leave.



Technology Stack

- Android
- IOS
- Laravel
- Node js
- MySQL



Thank You...



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