Case Study

Grey Matter India
Technologies Pvt. Ltd.

Case Study

Feature-Rich Social Network for Everyone

Client Requirement

All of us are aware that social media is one of the fastest mode of communication today. People spend a lot of time on social networking websites these days; whether it is to communicate to a friend, share a post or just surf around to see what is going on. The client also wanted to get a social media website, which is exactly why he approached Brainvire.

The client requirement was to get the best social media website, although he wanted to include the features just as other popular social networking websites. However, he wanted to add in one new feature, which banged his mind when he saw people facing some problem in the existing social networking websites. What if someone wants to check out the post which he has liked a couple of years ago? What if he doesn't remember the name of the person who had shared that post? It would be really difficult in that case. So, he wanted to add a feature with the help of which people can take a look over all the posts they have liked.

The Client's specific requirements were:

- Systematic Brag board
- Classified
- Internal sharing post
- Brag ancestors
- Searching posts on the basis of month and year
- Hash tags and asterisk tags
- Testimonials
- Dynamic timeline for navigating to any year
- Company and group creation
- Recommendation
- Send message to offline friend
- Chat
- Job portal

Project Challenges

Some of the few challenges faced during **social networking platform development** are:

- Helping people find any post in less than 3 seconds
- 'My Likes' section which contains all the posts liked by user
- Post import from Facebook, Twitter and Instagram

Technologies Used

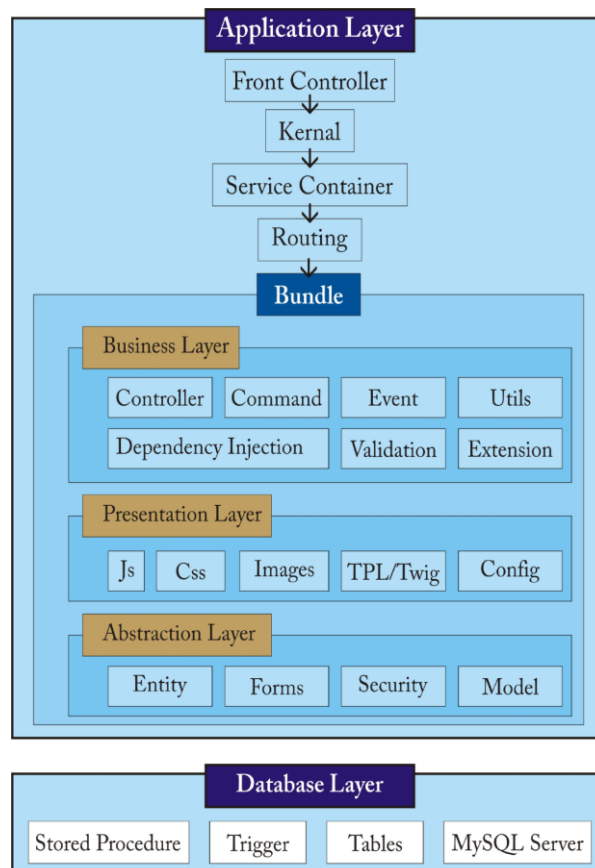| Operating System & Server Management	Red Hat Linux OS, Multi-Server Architecture with Staging & Production Environment through Version Controlling releases, Server Optimization, Security & SSL Implementation, Scheduler for Back-ups, Server Performance Tuning at regular intervals, Software Firewall Configuration & Maintenance
Development Tools & Environments	PHP5+, Zend Studio, Symfony 2 Framework, Elastic Search, Microsoft Visio, AJAX, Java Script, HTML5, CSS3, GIT etc.
Database	MYSQL Database Server, DB Clustering, DB Optimization, Master Slave Replication, Query Optimization, Scheduler for Backups

Manpower

Project Leader	1
Tech/Architect Leader	1
Graphic Designers	2
Sr. Software Web Developer	1
Software Developer	1
Quality Leader and Tester	2

Planning

At Brainvire, we have got a huge team of iPhone professionals and experts who have got several years of experience into developing iPhone and iPad applications. Out designer, developers and project leader believe in planning first and then executing the plan. They believe that an effective planning increases the chances of project getting successful. They had a work with client and understood the requirement, analyzed it and then planned how to turn idea into reality. Our team also listed features and functionalities and divided work amongst themselves so as to deliver satisfactory output. The ultimate goal is to develop a social media website different for other top social networking websites.
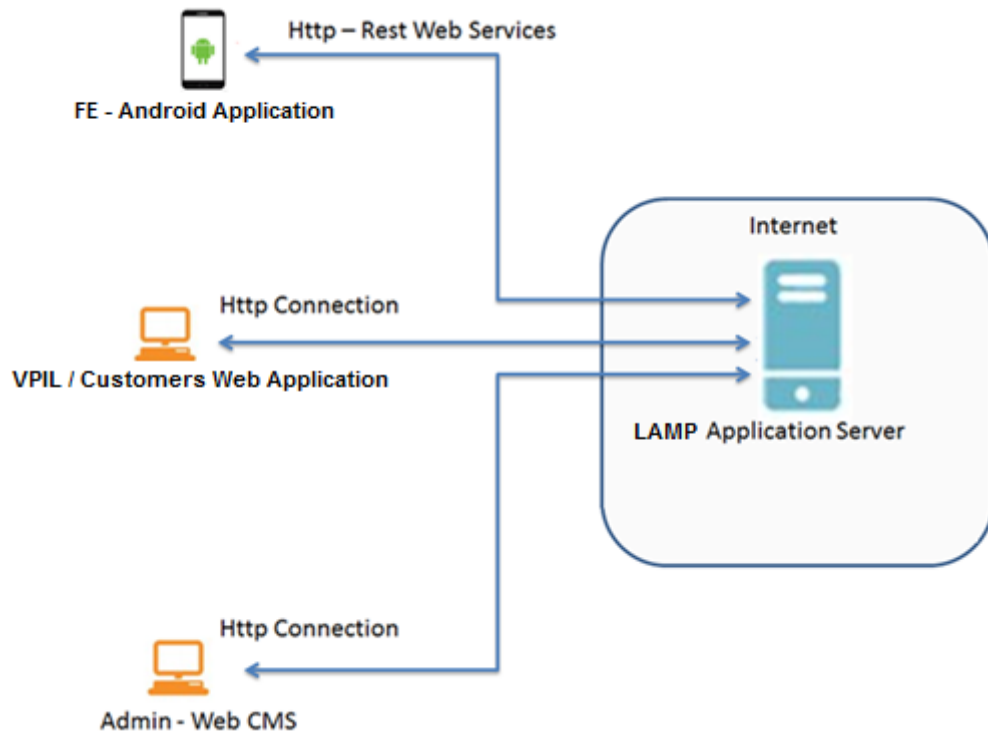
Architecture

Our team decided to go with Multi layer and MVC pattern architecture after analyzing the requirements of clients and possible challenges:

Diagrammatical Representation of Layers

The Project Deployment Architecture:

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Development Highlights

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- Easily reachable posts in future
- Import Brags from other social media websites
- Get old brags in less than three clicks
- Year and month based search
- 'My likes' section