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Smart phones and the portable ease of access to data they bring have caused an explosion in social media applications. Users of these products can now incorporate their daily activities in the physical world into their virtual world. For example, people can take pictures of moments they want to capture and instantly share them with their friends via Instagram. Another example is FourSquare, where users can share where they have been with their friends. These products are, at their core, simply applications of cell phone technology, the internet, digital cameras, and GPS. These technologies have been around forever, but it is the unifying software and the way that they have been put together that make them wildly popular and different.

The inspiration for this project comes from one of the aforementioned social media applications, Instagram. On the surface, Instagram is not very impressive. All it does is share photos. However, it is the user interface design and ease of use which make it so popular in the realm of social media. This project would be much the same, except with short 15-30 second videos instead of pictures. Social media is all about small, bite-sized user-contributed content (e.g. Twitter) and it is not too much of a stretch to believe that sharing personal video clips could become popular.

The challenge of this project is not so much technical as it is designing the user interface and experience. If a smart phone application is unintuitive, users will simply glance over it and never use it again. It needs to be perfect or the market will never even pay attention to the product. In a sense, the user interface needs to provide instant gratification. The underlying software structure could be amazing, but if the interface is too hard to use, nobody will use it. In fact, programming the core of the application itself is probably the easiest part. All it does is shoot a video, compress it, and upload it. Most of these functions are already implemented in built-in APIs.

Of course, this isn't to say that all of the technical considerations will be easy. One major challenge is developing the back-end infrastructure that will host these videos and be scalable should it become extremely popular. On top of that, there will need to be some type of user authentication and a user database to keep track of the social aspect of it. There is also the challenge of having to develop for three platforms: Android, iOS, and the web (PC version).

Since this project is purely software engineering and development, there is very little to no startup cost. Additionally, software products are very easy to rapidly prototype. There is no waiting for parts, breaking parts that are in scarce supply, or physically building things.

As an actual business, the costs of running it will scale with its popularity. Cloud hosting is very cheap today and highly scalable. A sustainable business can be had today with advertising alone. The application can even implement micro-transactions to further boost revenue. At least as a class project where widespread adoption is not expected, the costs of hosting are insignificant. If the project is a failure, we would only have lost our time and some very minor costs. Facebook, MySpace, Reddit, Google, and many other websites have all started as modest projects with modest goals and low startup costs. Because their products were so easy to use, they became big. It is not so much the technology as it is the user's perception of the technology that makes a product successful.

*I pledge my honor that I have abided by the Stevens Honor System.*