Community Powered App Engagement

Overview:

This application is a Software as a service (SAAS) product which any website or app can use as a plug-in to instantly enable short videos, community and gamification features. The goal is to increase engagement, contributing eventually in some capacity to revenue generation.

The product offers several widgets ; a complete in-app community section consisting of short video and image-led feed, interaction-enablement including likes, comments and shares, a curated 'discover' section, creator tools to facilitate user-generated content, profiles, hashtags, challenges, leader boards and rewards. All these when put together help apps and websites to increase engagement.

Client details:

Name: Confidential | Industry: Software | Location : Singapore

Technologies:

Java, Spring Boot, Micro services, Angular, Node.js, WordPress

Project Description:

The client created an SDK which can be either integrated with an existing app or be launched as a new, one to enable its users to create content of their choice. The need was to ensure that all the user data can be managed and processed by the admin of the application.

So the team@Mindfire came up with a solution which entailed having a web based console to vet content. So any content created is made to pass through a moderation process for thorough detection. This could either be done manually or automated based upon the threshold level set for detection. Along with this, the admin of the application can create hashtags, categories and challenges for the app. The console also provides a curated discovery section where the admin can customize the discovery section by adding their choice of rails like top profiles, trending video etc. Additionally, a "Rewards" feature was added to allow brands to reward their users for creating content for them; thus prompting them to become their brand ambassadors.

Each business registered through the console can create multiple projects with different categories like food, entertainment etc. and the SDK for the project can be downloaded and be integrated to an existing app or be launched as a new app.

MODULES

The project has 10 modules:

1. Upload video Module
2. Video processing Module
3. User management Module
4. Moderation Module
5. Hashtag Module
6. Transaction manager module
7. Activity timeline Module
8. Notification Module
9. Product Module
10. Pricing Module
11. Curation Module
12. GCP Module

1) Upload Video Module

- This module helps to post media and text contents in an application.
- It also supports bulk import of content from a file which is saved as draft and can be later published whenever needed from the console.

2) Video Processing Module

- This module processes the media and text content uploaded by the user depending upon the configuration set in the console.
- This module checks the moderation type (manual, AI moderation or both) and sends the content for processing based upon the configuration.
- If both manual and AI moderation is disabled, the video is sent directly for trans-coding when the content type is video. Otherwise for image or text the content is published directly.

3) User management Module

- This module keeps track of all the users registered for the particular project of a business.
- The admin can create new users from the console as well.

This module sends a closed community and invites only creator invitations based upon the project configuration.

- This module keeps track of the user data like the total number of contents of the user, followers and following data of the user, status of the user, etc.
- A business user can also create different categories for the projects and can also keep count of records created for the particular category.
- This module also provides an analytics dashboard to keep track of the total event counts (like, share, comment), MAU counts, etc. of the business project.

4) Moderation Management Module

- The moderation module contains the list of all the content that needs to be moderated.
- A business user can reject or accept the content if manual moderation is configured.
- This module also detects explicit content and nudity and rejects or accepts content based on the threshold set in the project configuration.
- This module thus helps to only publish appropriate content in the application.

5) Hashtag Management Module

- This module keeps track of the hashtags and challenges and the content associated with it.
- This module helps to create hashtags and challenges for a particular time period after which it expires.

6) Transaction Manager Module

- This module trans-codes the video content uploaded.
- The video content is trans-coded into different qualities so that the video can be rendered based upon the internet connectivity.

7) Activity timeline Module

- This module processes all the events triggered by the users of a particular app like share, comments, likes, view, poll etc.
- It manages the like, share, view, comment count, watch time of the contents and users.

8) Notification Management Module

- This module sends notification to the user based upon the events performed.

9) Product Management Module

- This module helps to tag shoppable products for a content.
- It also keeps track of the product and the content where the products are tagged.
- This module helps for marketing and advertisement of products by displaying the products below the content for which is tagged.

10) Billing and Payment Module

- This module manages the billing details of businesses.
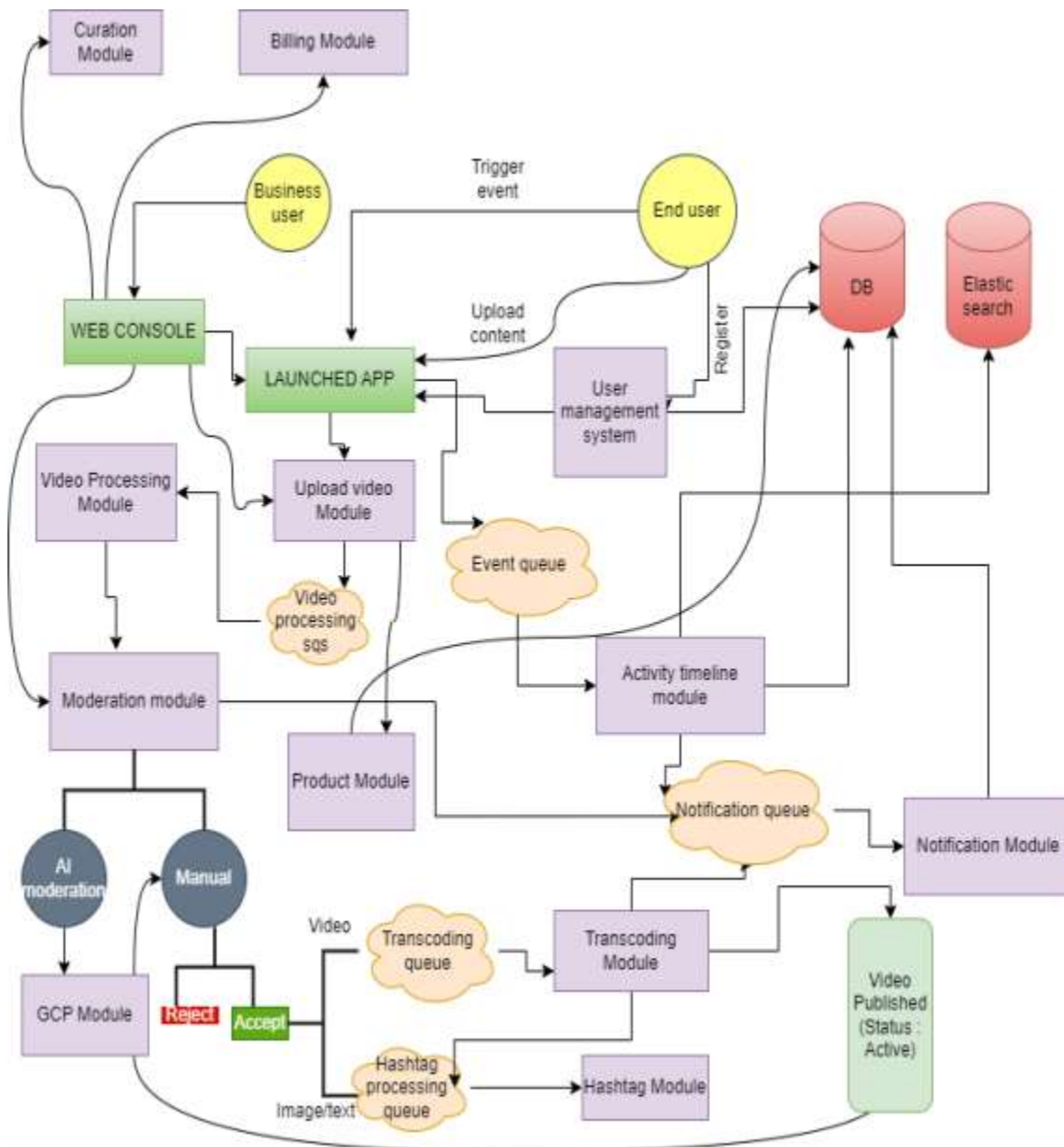- It also handles the payment and transaction of the business user.

11) Curation Module

- This module helps to customise the discover section of the launched application.
- This module helps to create customised rails for the application like top profiles, trending hashtags etc.

12) GCP Module

- This module detects explicit content uploaded by users.
- It uses the Google video intelligence API to detect the nudity in the content.
- This helps the application to publish only relevant content.

Architecture:

Screenshots:

Screen 1: User Listing

Screen 2: Content Listing

Screen 2: Dashboard Analytics

Screen 4: Challenge Listing

Screen 5: Content Moderation

Screen 6: Personalization

Screen 7: Project Configuration

Screen 8: Home Feed

Screen 9: Notifications

Screen 9: Moderation Configuration