

Social Media Aggregator

Our product is a Social Media Aggregator. It would allow an average social media user with accounts on multiple social media websites to manage and view posts from multiple accounts through a single unified interface. Many people nowadays have accounts on multiple social networks, and constantly switching between apps in order to manage them may be inconvenient for many of them. An aggregator app would solve that issue, allowing users to keep up to date without having to deal with switching between different apps with different interfaces. Most social media aggregators currently on the market are primarily aimed at companies, allowing their marketing teams to manage multiple social media pages simultaneously. These are generally desktop applications which are too expensive and complex for a regular user. Our app would be simple, with a unified interface, allowing the average user to use it and keep all their social media up to date. It would allow the user to create and view posts on Twitter, Facebook, and Google+ all through one app.

Our hope would be to create our app for Android phones. We would use Java and Android Studio to create it, utilizing Twitter, Facebook, and Google Plus APIs. Our app would fetch data directly from these sites via their APIs and sort the received data on its own. From a design standpoint, it would be interesting to try and create an interface capable of clearly displaying information from entirely different sites and create a sense of “unity” between them, a major downside of having to use multiple apps for different sites.

The biggest challenge we see in developing this product on schedule is learning how to use all three APIs (Facebook, Google+, Twitter) effectively, and implement all basic features of the three social media sites through these different APIs.

