

Vertex – The All in one Web Application

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Abstract - Nowadays Internet and Social Media combined form Social Media Networks that have been becoming a very crucial part of our day-to-day life. As per Network analysis, the number of involved netizens (net users) in a family of the social environment rises at a high peak rate every second. Due to such comprehending situation amongst various social media platforms, it become a very complex situation to handle their accounts and also maintain different applications on a mobile phone for different platforms has been becoming a very chaotic and critical situation for Netizens.

Integration of these various social platforms like Instagram, Hotstar, and Spotify in a single platform (website) is in high demand in today's generation. The research paper employed both qualitative and quantitative research methods that investigate how user transits between apps for different purposes. The one-on-one interview was used as a quantitative research method to collect data for the study. The results obtained from the two research methods show that the majority of the participants from this study had a good experience in terms of user convenience when all the most commonly used apps/websites were integrated into one single platform.

Key Words: social media, transits, quantitative research, integrated into one single platform, social environment, vertex.

1. INTRODUCTION

As of June 2017, 2 billion users access Facebook each month, and 66% of them return to Facebook each day. The latter indicates that social media applications are becoming an important part of everyday life. Researchers from various fields thus exploit social media to gain deeper insight into human behaviour. Social media is defined as web or mobile-based Internet applications that allow the creation and exchange of user-generated content. The use of social media enables online marketers to have control over the customers' databases so that they can track their loyalty and important life. New learning approaches and methodologies have emerged because of the arrival of varied applications and usage in the education sector [1]. Through the research, We can also in practical terms of social media as another type of digital marketing channel that marketers can use to

build communicative behaviour through customers and by employing advertising [2]. Besides, crucial information relating to the company or any industry can be posted on social media pages so that clients get updated on any new development within the firm.

1.1 Music Streaming

Sound and graphics are two intriguing areas of technology that attract music lovers to explore more into their depths more. Our Integrated Music Player on the website also provides the best User Interactive GUI with a dynamically changing User Interface which makes our player more crispy. Recently, music has become popular with this generation. Most software companies develop so many types of players that they can support MP3 files. To do this, we'll need a database to store information on the created playlists.

1.2 Filters and Video Streaming

Filters are one of the main ways that were able to successfully grow their popularity. Before introducing the world to these swappable filters, the app was downloaded 600,000 times each day worldwide; once filters were added to the platform the daily download rate Doubled. A filter is an overlay for photographs that you can create and purchase to advertise your brand. Transportation of real-time live video or stored video is the predominant part of live multimedia [6]. In this project, we are concerned with video streaming, which refers to the real-time transmission of stored video. There are two modes for transmission of stored video over the Internet, namely the download-from-site mode and the live-stream mode.

2. Components

2.1 Integrated Applications

As shown in the diagram, the main components of this project include a social media web app, a music streaming web app, and a movie streaming web app. Among the most important components include features such as face filters, bookmarking features, and Theme customization along with other common features that are provided on other social media websites.

2.1 Vertex Social

First and foremost is the social media app. This is a combination of a user interface(UI) using which a user can check the stories and the posts his/her friends post on their timelines. For checking out your someone’s profile you must create an account with some valid information about yourself. Once the account is created you just need to get some of your friend’s Vertex usernames using which you can search for them on your system and send a mate request to them. Once the request is accepted from their end the user will be able to view their profile as well as text them. Once you are mates you can text each other using the real-time feature on our website.

2.2 Face Filters

Secondly, basic filters such as the filter with a dog’s nose and tongue filter, Pirate filters, Santa filters, etc. can be accessed once you create an account on the website. These filters can be accessible on all devices such as mobiles, laptops, desktops, etc. Since these filters are built using machine learning they are easily accessible using all kinds of devices.

2.3 Like, Share and Bookmark

Other utilities like bookmarking, liking, or commenting on a post can be done with ease in vertex as it transmits real-time data using Hypertext pre-processor(PHP) and AJAX. Only the mates can view your profile so the user’s data is completely safe and the user has full control over the data.

2.4 Vertex Player

In addition, we have also our music player named ‘Vertex Music’ in which the user can easily hear their favourite music for free and also create playlists, control the playback speed, and so many other features all gratuitously. The interface provided on this app is quite user-friendly so one can easily adapt to the app. Feature such as filtering and searching for music is also on the tips of the user’s hand.

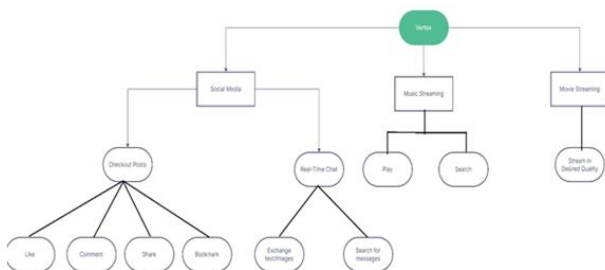


Fig -1: Components and Functions of Vertex

2.2 Vertex Streamer

Finally, the movie streaming app using which the user can get access to hundreds of movies. Using this web app the

user can stream all their favourite movies in their desired quality and without any interruptions. All these movies will be streamed without the irksome ads so the stream will be fluent and ceaseless.

After the text edit has been completed, the paper is ready for the template. Duplicate the template file by using the Save As command, and use the naming convention prescribed by your conference for the name of your paper. In this newly created file, highlight all of the contents and import your prepared text file. You are now ready to style your paper.

3. CONCLUSIONS

Integrating apps on single platform development is an effective way to increase your customer base, maximize your business returns and improve the user experience.

Applications integration elevates the functionality of the apps and delivers a fantastic user experience. Social media sites offer numerous features: likes, comments, shares, and much more. Social Networking applications have tremendously grown their popularity among all kinds of age groups for providing many socializing opportunities, and exchange of knowledge. Hence, the motive of this is to propose a social networking application with a strong backend which makes it more accessible to the blind, deaf and dumb section of society who otherwise do not enjoy the features of social networking platforms [3]. Companies that integrate digital products with social media can use this analytics data to develop strategies that generate better results.

Similarly, switching between applications or sites for different purposes makes the user experience hostile. So using a platform that integrates all the useful applications that reduces redundancy and makes the user experience smooth and no there will be no requirement for the user to continuously keep switching the tabs for using multiple apps.

3. Future Work

Right now we have several ways to keep in touch with friends and family via Text, voice Phone calls, video calls, etc. VR technology could make all this imagination a reality.

The most dramatic change by 2039 will not only be the amount of data that will be available to everyone but also the knowledge that is extracted from that data. Other features such as shopping, Live TV, streaming web series and other TV shows, downloading software, and playing games can also be included in this web app. Social media refers to those various computer-based interactive systems and interoperable information providers that facilitate quick access to, and sharing of pieces of information of various contents through virtual networks[4]. Social media allows people to freely interact and connect with users in multiple

ways for marketers to reach and engage with consumers. Considering the numerous ways social media affects individuals and businesses alike, in this article, the authors are optimistic about where they believe the future of social media lies when considering marketing-related topics and social issues [5]. Expanding the range of applications and bringing them under one platform is the main motive of Vertex.

Optimizing this software, and ensuring excellent performance and an easy-to-use interface are the key factors that will be taken into account while further developing the software. The greater the number of applications integrated into Vertex lesser will be the complications of switching between software for carrying out different functions.

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