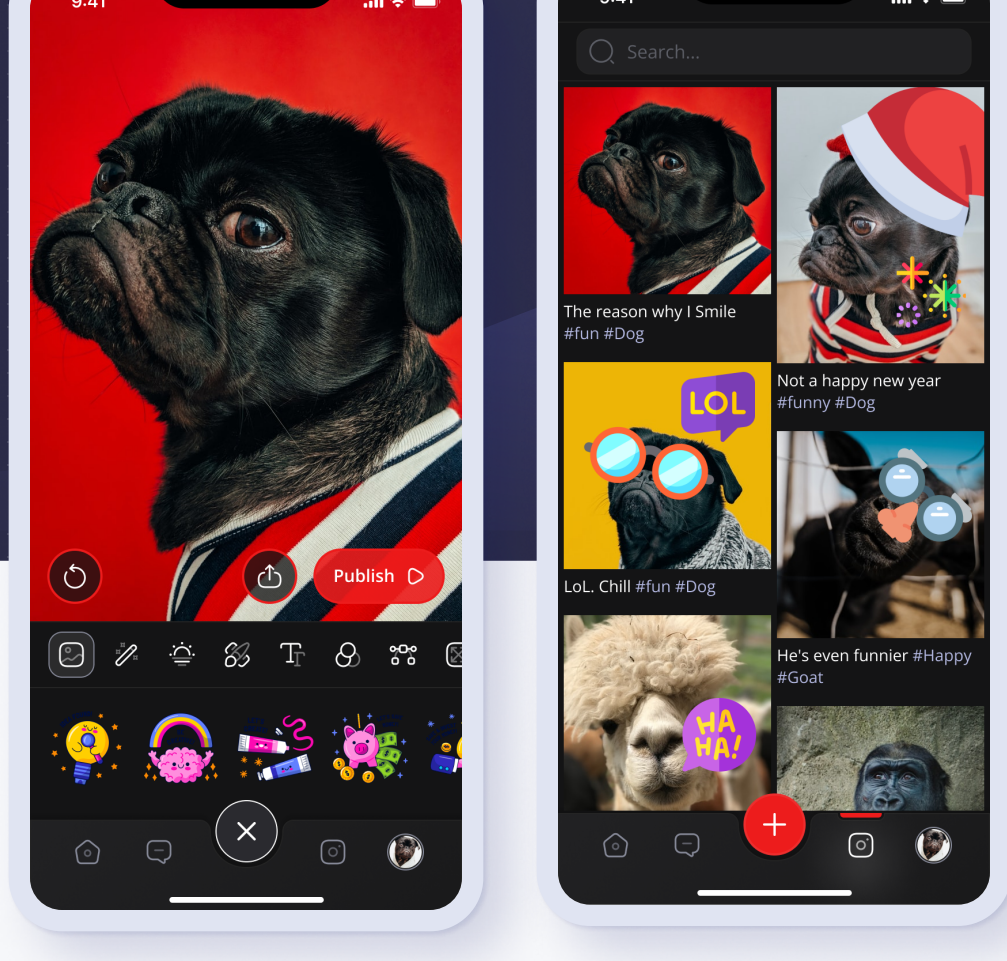


Social Platform

A social platform that allows users to express themselves and share their style in a variety of ways.



Business Challenge

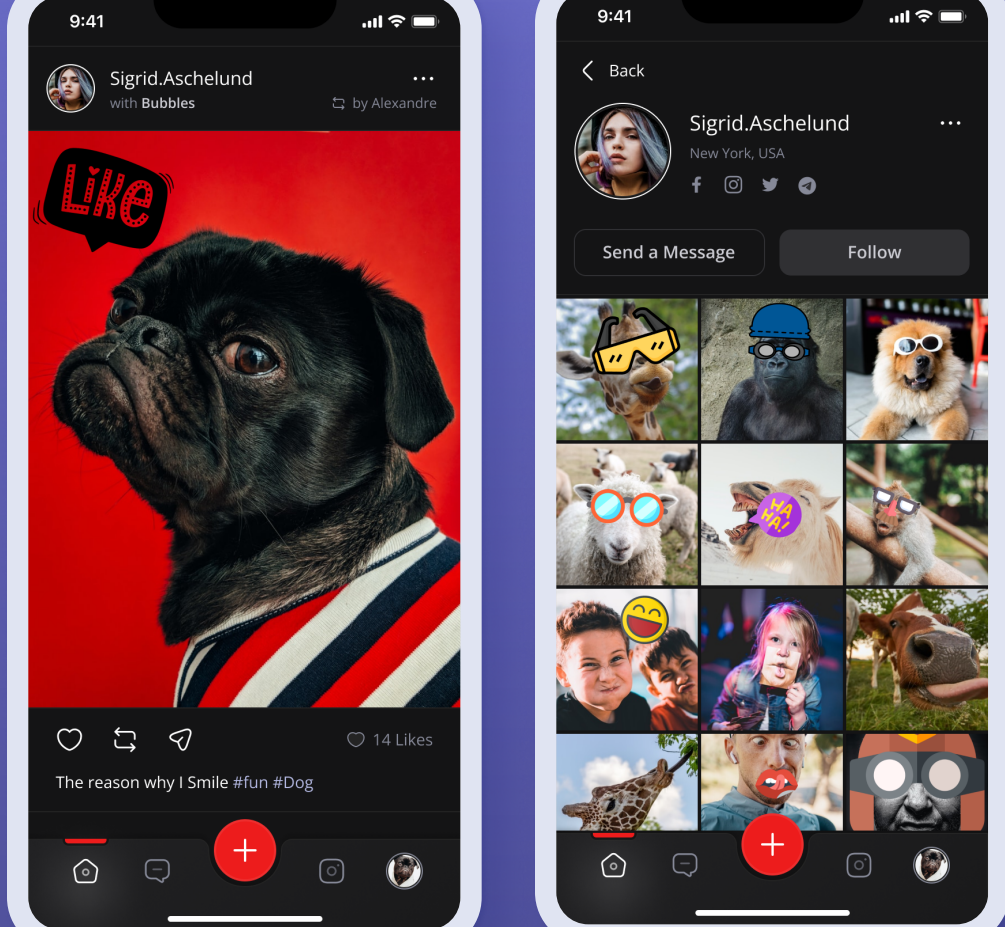
Nowadays, it's hard to find an Internet user who doesn't have an account on at least one social media (Facebook, LinkedIn, Twitter, etc.). By using socials, people can let the world know more about their personality and time spending.

A customer came to us with an idea to make an easy-to-use web tool for two-way user interaction that would support lots of multimedia additions for sharing their momentary feelings. The client understood that no one would want to transfer their personal data and all contacts and go for a completely new social platform, which is completely the same as others. That's why it was decided to make a project to complement the existing social platforms, but at the same time, make it a unique and exciting tool for the users of any age.

Solution

Along with the customer's team, XB Software developers decided to build a new social platform that would empower people to express themselves and interact with other Internet users using new rich ways of communication. Before starting the development process, the market of social media was thoroughly investigated and the target audience was defined. The competition was very strong, especially when talking about such giants as Facebook or Twitter, however, with the [technology expertise](#) of our developers, it was a manageable task.

The client was compelled to make a product that would attract users from other social networking services (SNS). Therefore, the developers added a possibility to share users' expressions on Facebook, Twitter, and Pinterest. Our specialists undertook the implementation of various Urturn UI templates and used the most advanced HTML5 technologies to make the new social platform truly interactive and complete. XB Software developers played the vital part in making a fast and easy-to-use mobile app.



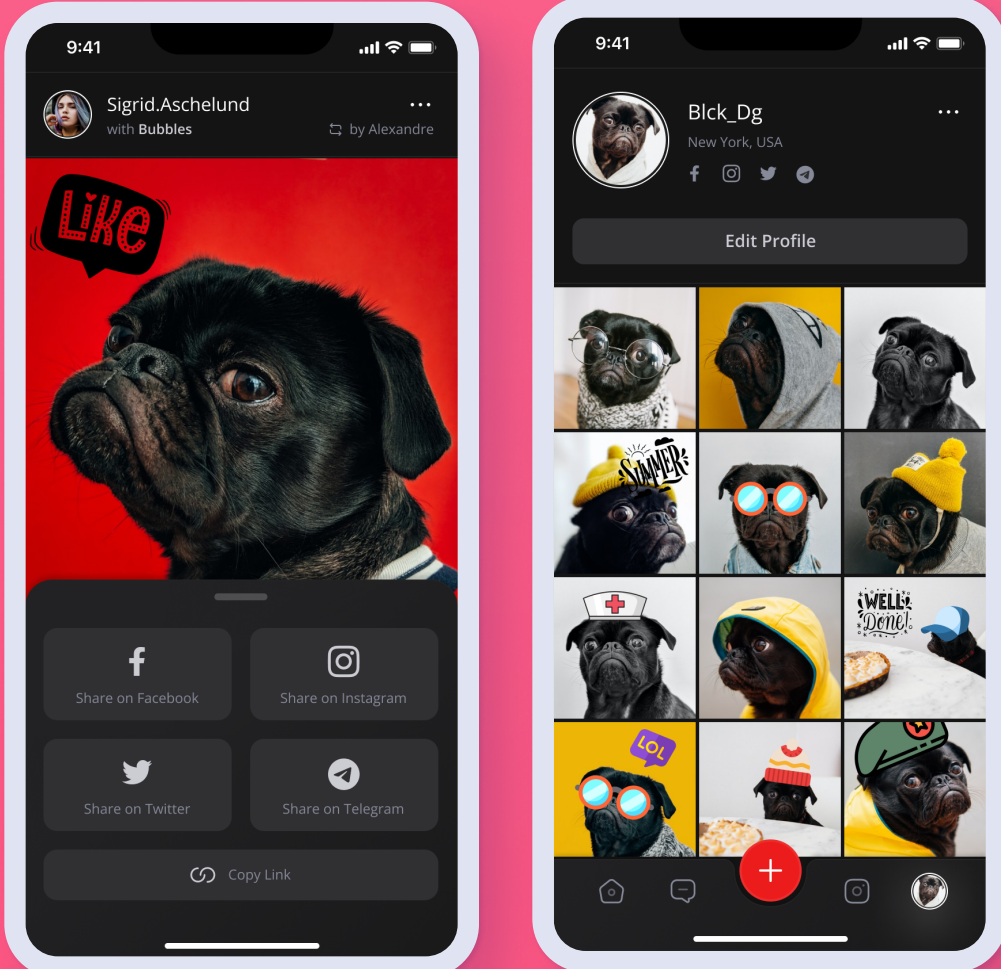
Project in Figures

1.5+

Years
Duration

12000+

Estimated
man-hours



Applied Technologies



Results

With the [mobile application development](#) services that we provided to our customers, the created social platform has become widely used. The mobile app was intended to be a compact version of the desktop option with the tools necessary to make and share template-based "works of art" on the go, and this task was successfully completed.

Customer

A Swiss start-up company that has created a popular social networking service. It has come up with a progressive technology that allows you to add photos, videos, maps, and even whole websites, to a post by simple drag-and-drop.

Your questions and requests are always welcome!

Visit <https://xbsoftware.com/>

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