

## Application like Kwai/Likee

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**Abstract** - Over recent years the world has seen a spike in the downloads and usage of short video sharing social media apps. There are several highly successful short video apps on the market, some of these include apps like TikTok, KWAI, Likee, Dubsmash, Musical.ly (before it was merged with TikTok) are some of the popular examples of short video social media apps. These apps have seen a huge blow in recent years, more and more people are using them to interact among each other. The shift is likely due to a number of factors. The attraction of short-form social videos lies in their "snackable" nature. Short videos suit our busy lives, brief attention spans, and the need to consume content easily and quickly. Overall this app is becomes a platform for community of people looking for entertainment but also to connect with like minded people and inspire others to do so.

**Key Words:** spike, short video, interact, attraction, short form, social, entertainment.

### 1. INTRODUCTION

A social media application i.e. short video sharing platform mobile/web application that facilitates user to share their short duration videos with available lip syncing audio. This app allows user to register and login/logout of the app. The app is divided into several sections such as feed and discover and other several sections according to which its decided which contents is displayed to the user. For instance user goes to comic section, funny videos appear and there are other sections too which are being dedicated for sports, news updates, creative space etc as per their interest. This application has been created for people who want a platform to express user's every mood. KWAI, a social video app based application. The app allows users to capture, upload and share short videos easily onto their platforms with their family and friends. This platform also appreciate the efforts of the users by the like and comment features. This app is for entertainment purposes and not intended for learning. Creating short videos with cool effects is really easy. Videos could contain violent references. Videos can contain provocative content. Which the user can report if they disagree with such content if they don't like.

Video-sharing app has become a new trend among entertainment applications these days. This kind of application has millions of users from all over the world. And they spend hours on such application watching videos and creating own content which give them self-satisfaction.

### 2. SURVEY METHODOLOGY

Our first approach towards making of Short video application was to collect information from the people who are actually going to use our application. So, we decided that before implementing our Short video application we should first ask opinions from the people who will be using the application. Our application would mostly be used by young generation, so we decided to gather responses from concerned people of varying age group. This gave us the direction to develop our Short video application.

Our survey was quite simple and the user only had to fill up a google form with some questions regarding spanning usage, User Interface, and User preference between Short video application and social media. The questionnaires are as follows:

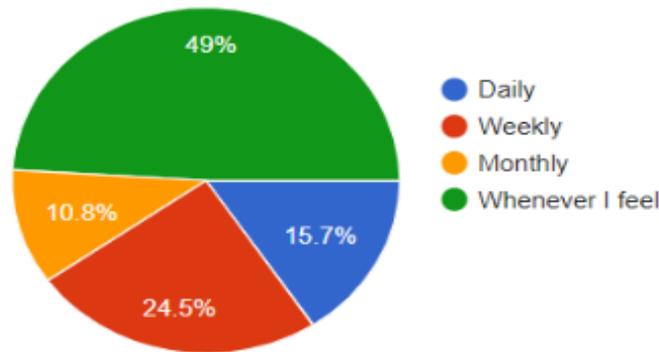
1. How frequent would you use an Short video application?
2. How satisfied are you with the UI of Short video application?
3. How far you would like to use Short video application rather than using traditional social media or games?

### 3. DEMOGRAPHICS OF RESPONSES.

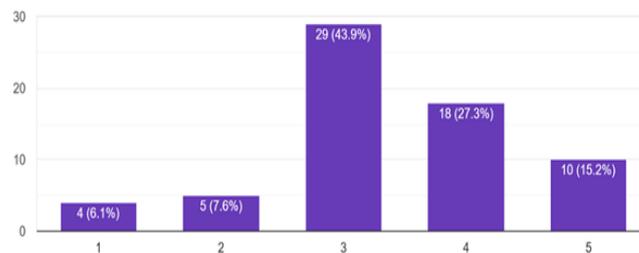
The responses had 100 participants. The majority of the responses are from young people and individuals of age group 18-35 years. The responses included both males and females. These responses helped us to begin with our short video application.

### 4. RESPONSES.

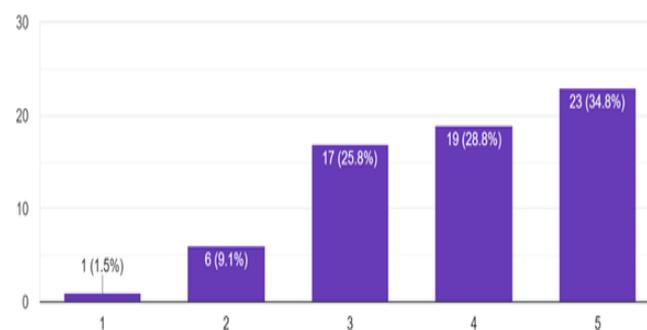
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3. How far you would like to use Short video application rather than using traditional social media or games?



### 5. DISCUSSIONS.

Most of the current smartphones are built on Android 8.1(Oreo) or higher, But if we develop an application based on current android version or higher, then we may lose those 40% users. So, to tackle such risk we will be developing application based on Android 4.1(Jelly Bean) which everyone can use.

This application and its contents are suited for the users of age above 12, so it will not be a pleasant experience for someone below 12 to use the app. So to tackle problems and to keep it safe for all, a user will be asked to enter their age and made to agree the terms and conditions which will make sure user will know all the parameters of the contents shown in the app and the things which they need to be cautious of.

This application will be running contents uploaded the users which can be hard to track automatically by the application, so to regulate the contents, users are given the options to report a video which they find inappropriate or which might have violated our policies, and when the same content has been reported or disliked by number of users they will be moderated by the moderators to decide whether or not to restrict that content and content maker.

The identified 2 issues that the current online short video application has through this survey and by exploring the application ourselves. Currently, the UI implemented by similar application is complex and not very user-friendly. There is no user control over the application. A majority of users in our survey suggested that they would like to have a some control over UI for using the application than the existing one

The issue was solved as follows:

1. By keeping UI simple, visible buttons for all function .

## **6. TECHNOLOGY STACK .**

### **Flutter**

Flutter is an open-source mobile SDK developer can use to build native-looking Android and iOS applications from the same code base. Flutter has been around since 2015 when Google introduced it and remained in the beta stage before its official launch in December 2018.

To get the look and performance of native apps, mobile developers used to build two separate applications using different languages – Swift/Objective-C for iOS and Java/Kotlin for Android. Flutter lets programmers use a single codebase, unify their teams, reduce risk, and speed time-to-market.

### **Dart**

Dart is an open source, purely object-oriented, optionally typed, and a class-based language which has excellent support for functional as well as reactive programming. Unlike C# or Java, Dart is not bloated at all. In fact, it's a relatively simple, modern and highly efficient language to work with.

The Dart is an object-oriented, open-source programming language which contains many useful features. It is the new programming language and supports an extensive range of programming utilities such as interface, collections, classes, dynamic and optional typing. It is developed for the server as well as the browser. Below is the list of the important Dart features.

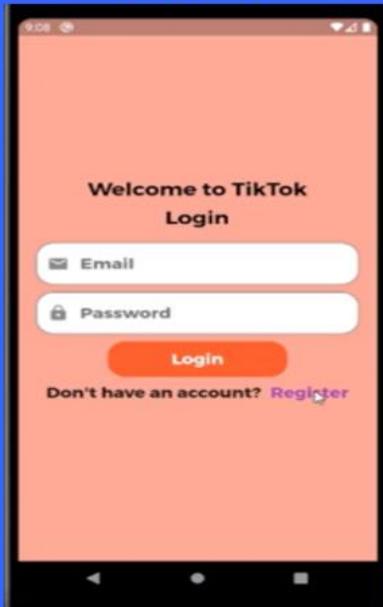
### **Firebase**

Firebase is Google's platform that can help create high quality apps and some of the features are as follows:

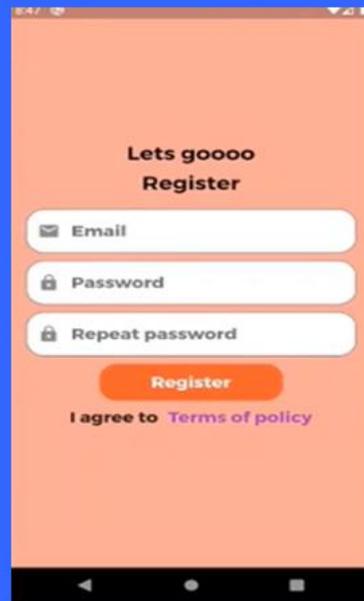
1. Cloud Firestore i.e., their collections-based database.
2. Firebase Authentication includes native authentication directly and OAuth2 authentication via google Facebook etc.
3. Realtime database which can allow directly from client-side code.
4. Firebase Hosting allows you to direct deploy your site to cloud.

### 7. SCREENSHOTS

LOGIN PAGE



REGISTER PAGE

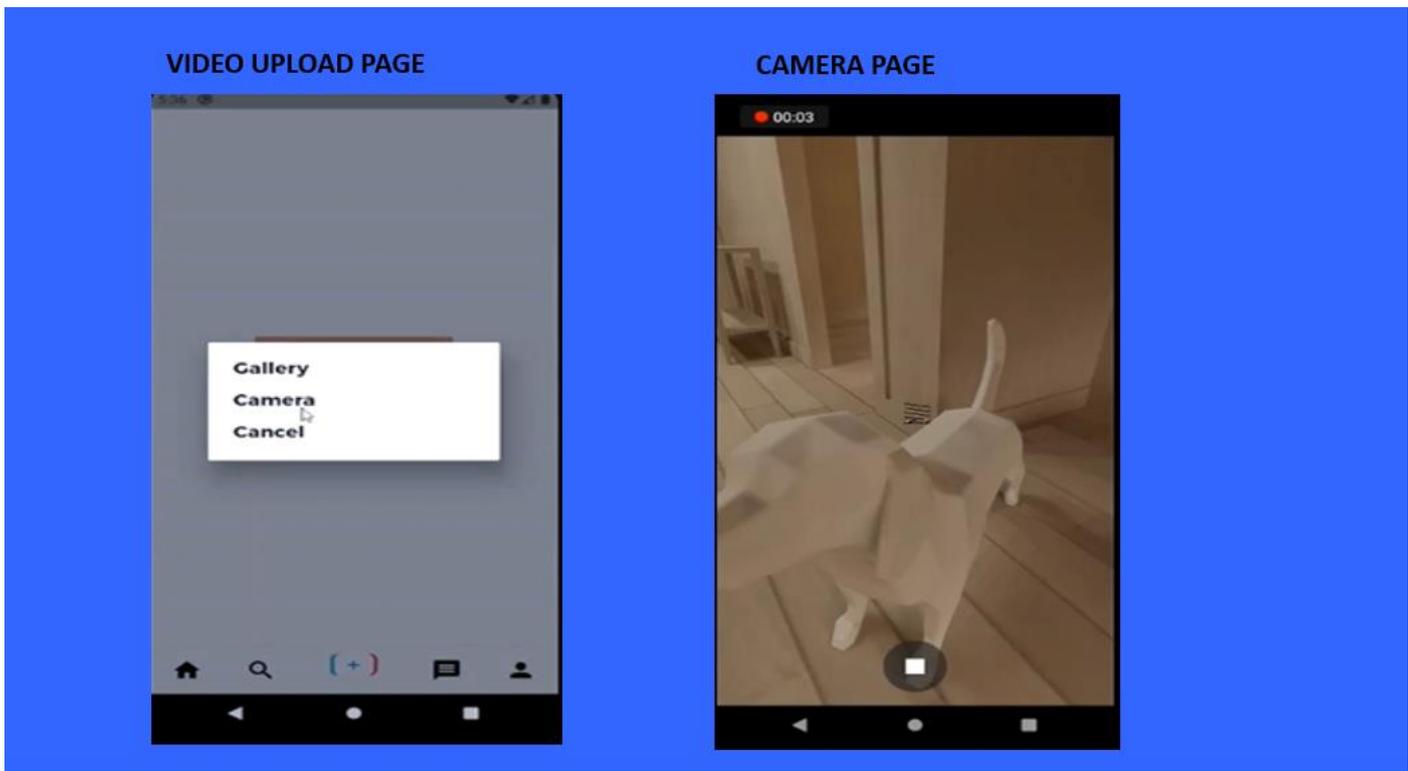
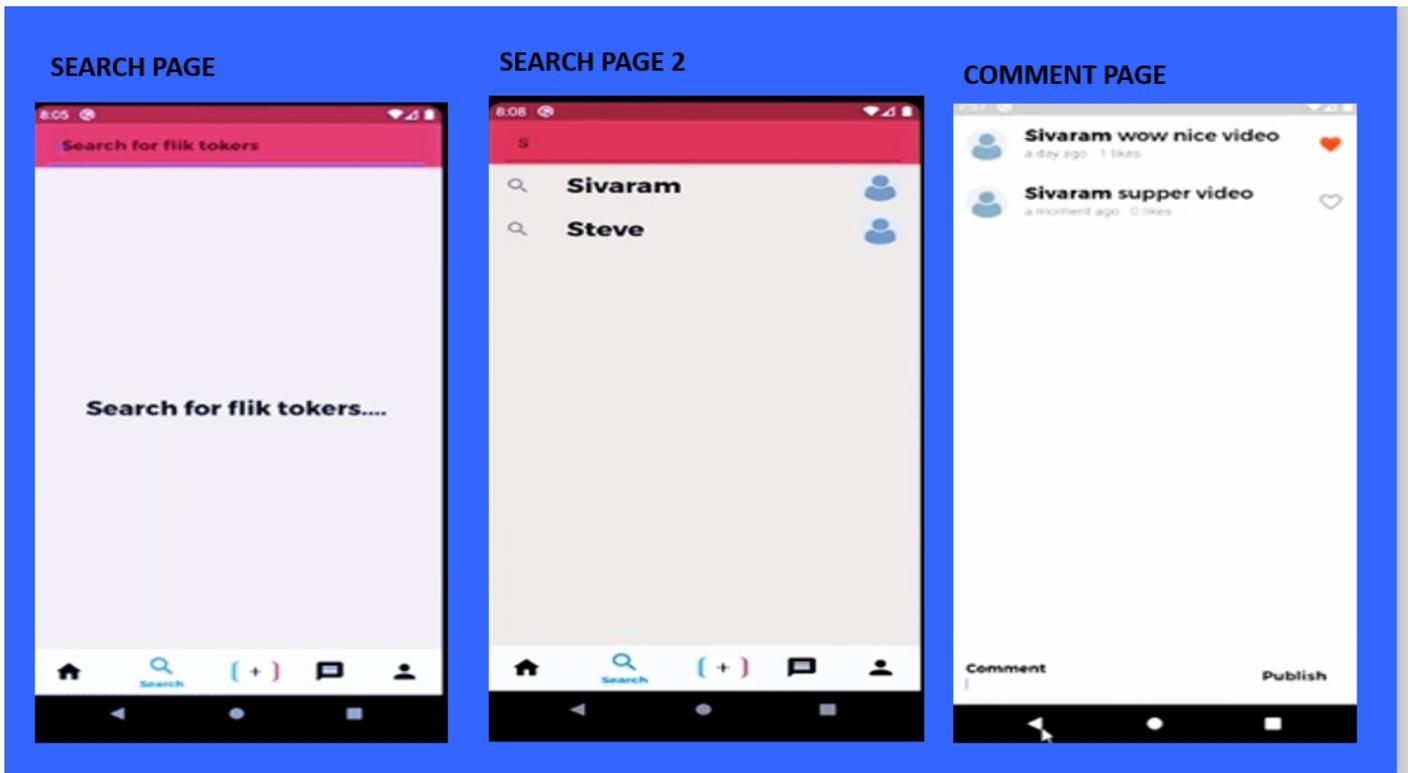


HOME PAGE 1

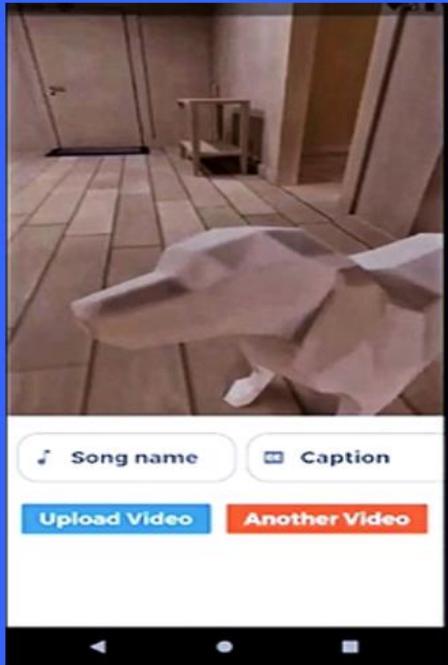


HOME PAGE 2

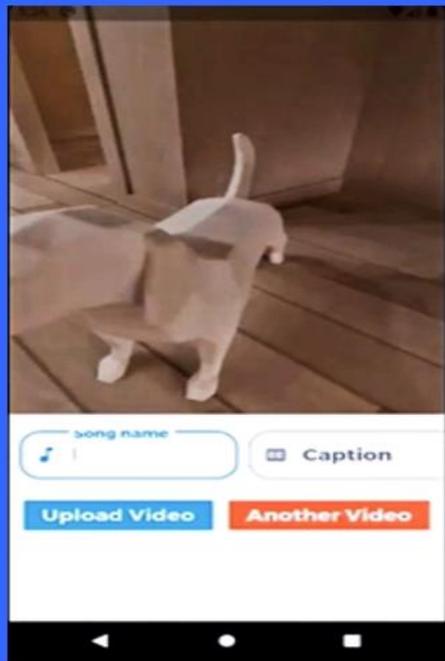




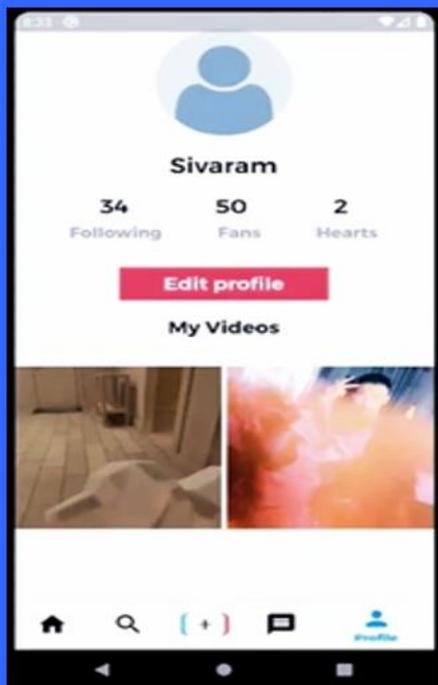
VIDEO CONFORMATION PAGE



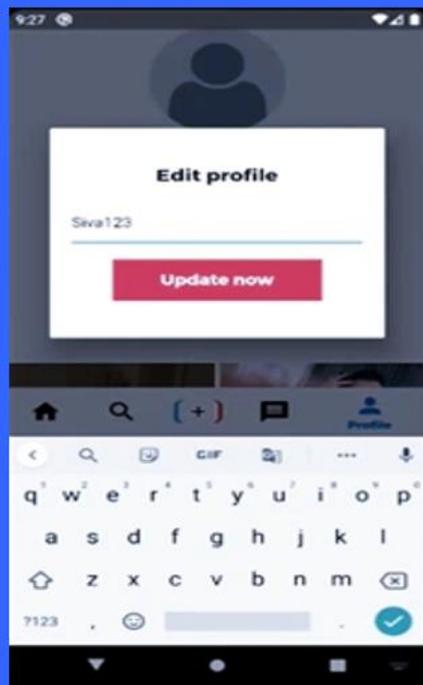
ADD SONG PAGED



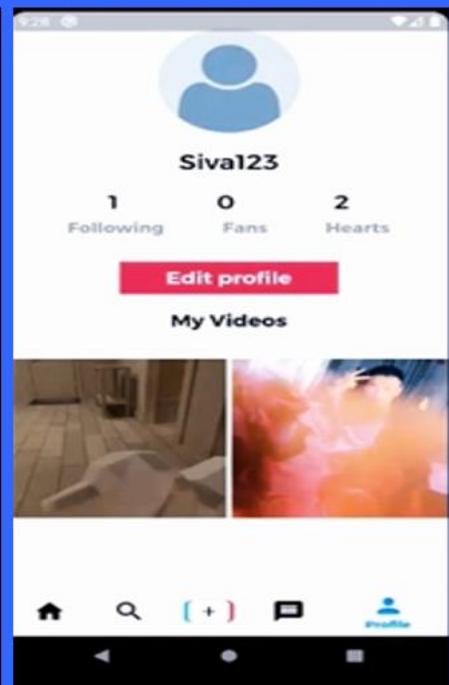
PROFILE PAGE



EDIT PROFILE PAGE



EDITED PROFILE PAGE



## 8. CONCLUSIONS

We proposed a platform for people of different age groups looking for showcasing their talents. In general this application will have contents from variety of genres, giving people the option to choose from, depending on their interests. This application will do a great job for both content creators and consumers. As the popularity of short video social media applications rising, this platform is looking to reach young and every kind of people from even the remotest parts of the country as the internet access is spreading in india, this will change the way people used to interact especially in the traditional social media.

## REFERENCES

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- [2] Aliaksandra Shutsko, User-Generated Short Video Content in Social Media. A Case Study of TikTok. Researchgate.com, July 2020