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DEVELOPMENT OF THE SOCIAL NETWORK «MY HOBBY»

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This work is devoted to developing the social network myHobby, the main goal of which is to bring people together according to their interests, help find and be aware of various events and popular communities around the world, and be able to find new hobbies and grow professionally. myHobby is focused on sharing hobby-related content such as articles, photos, and videos as well as a marketplace for buying and selling related goods and forums for discussion. Social networks are very popular in today's world, so the main idea is to use one to attract people to physical activity, creativity, and discovering new talents.

The development of a social network for hobbies is relevant in today's world as people are looking for ways to connect with others who share similar interests. With the increasing popularity of social media platforms [2], a dedicated social network for hobbies can provide a space for enthusiasts to interact, share information and experiences, and find new opportunities for personal and professional growth.

A social network for a particular hobby can bring together people who share a common interest and create a sense of community. Members can connect with each other and provide support, they also can share information about their hobby, such as techniques, tips, and tricks. This can help everyone improve their skills and knowledge. myHobby can also serve as a platform to connect with other hobbyists, such as finding potential business partners, mentors, or customers. If the hobby is related to a particular product or brand, developing a social network can help raise awareness of the brand and potentially increase sales.

When designing the system, such a social network as LinkedIn was considered, which brought together millions of people from the IT world. LinkedIn is primarily a professional social network designed to connect individuals based on their work experience, skills, and industry [1], whereas myHobby is a social network designed to connect individuals based on their interests and hobbies.

Creating a social network for hobbies involves several tasks and decisions. The first task is to define the target audience for the social network. This involves identifying the types of users who are most likely to use the platform [2], such as hobbyists, enthusiasts, and people who are interested in

discovering new hobbies. Once the target audience has been defined, user research should be conducted to understand their needs, preferences, and behaviors. This research can include surveys, focus groups, and interviews with potential users. Based on the insights gathered from user research, the next task is to define the features and functions of the social network [3].

Once the features and functions have been defined, the next task is to design the social network. This involves defining the visual design and user experience of the platform. The design should be based on the needs and preferences of the target audience and should be intuitive and easy to use. It is also important to ensure that the design is mobile-friendly and accessible across different devices. The next decision is to choose the appropriate technology stack for the social network. This includes the programming languages, frameworks, and tools that will be used to build the platform. Then develop and test the social network. This involves coding the features and functions defined in the previous steps and testing the platform to ensure that it works as expected.

Once the social network has been developed and tested, the final task is to launch and promote the platform. This involves creating a marketing strategy to attract users to the platform, such as social media marketing, influencer marketing, and paid advertising [3]. It is also important to continue to collect feedback from users and make updates to the platform to ensure that it continues to meet their needs and preferences.

myHobby is focused on sharing hobby-related content such as articles, photos, and videos related to specific hobbies. In terms of characteristics, myHobby is designed to be highly personalized and to offer a tailored experience based on user interests and preferences. Users can follow specific hobbies, join or create communities, and engage with others who share their interests. It can offer features such as event listings, community recommendations, and resources for learning and development. The platform can also include a marketplace for buying and selling goods related to the hobby, tools for connecting with other members, and forums for discussion.

In conclusion, by providing a platform for people to connect with others who share their interests, a hobby-based social network can help promote physical activity, creativity, and the discovery of new talents, which can have a positive impact on their overall well-being and personal growth.

References:

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