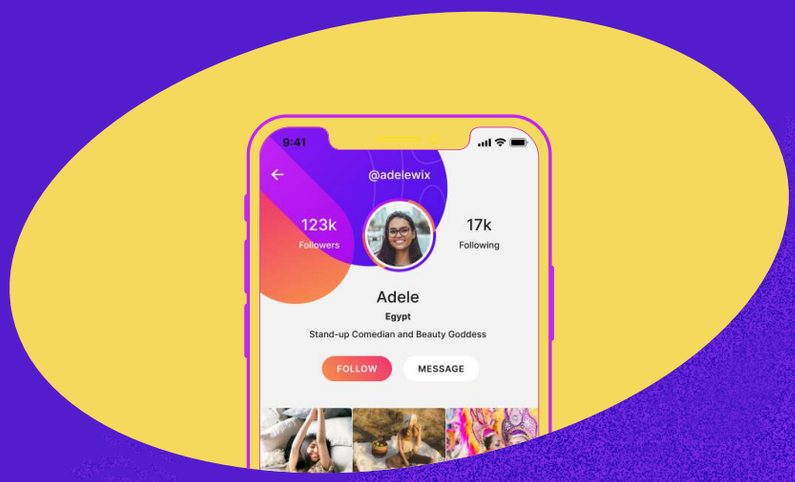
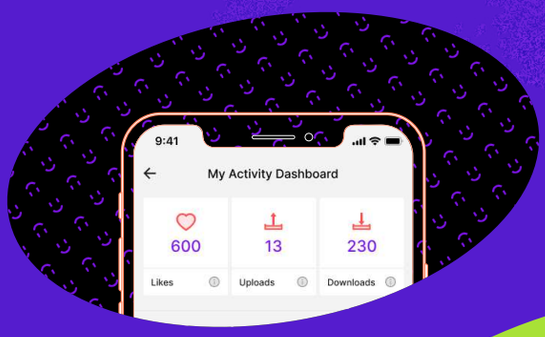
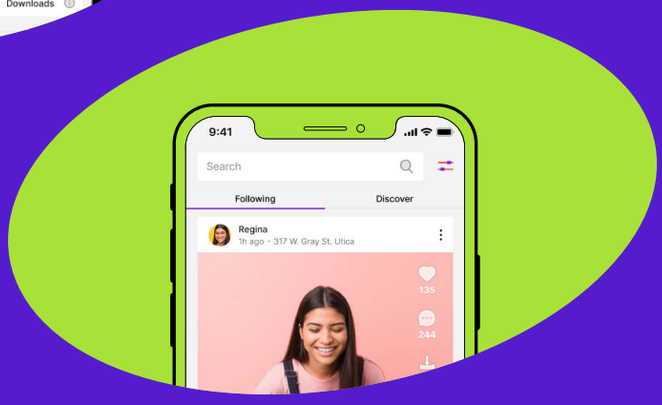
GBKSOFT

Social Network

Mazaaks – social network for fun video creators







01/

Meet Mazaaks – brand new social media platform that lets you express your talents to the fullest. With this app you can make creative videos, share them, find your soulmates and get inspired.

This is a perfect platform for fun content creators and growing businesses. While the first can find their audience and become popular in no time, the latter can benefit from making their brand recognized and expanding their potential customer base.

* Mazaaks is a very fun, entertaining and attention grabbing solution and it's already winning the market!

Story Behind

Client:
Ibrahim Alossaimi

Country:
Saudi Arabia

Our client wanted to build an app targeted at the local Egyptian market and, on top of that, make it focused on one particular type of the content – fun videos.

There are so many content sharing apps on the market, but they all are popular in the US or Europe. So if you look for a local social network, you will find not so many of them (or none at all).

Together with our client we shaped his app idea and identified the target audience, unique feature set and business opportunities that Mazaaks will offer. The main goal of our team was to:
– build an iOS and Android solution for young and fun audience;
– make that solution a high-class one full of handy options to express creativity;
– add unique filters and masks that can be applied to videos;
– spice everything up with the bright and unique design.

The client wanted to build a feature-rich app to stand out from the multitude of other social networking solutions. However, his budget was quite limited. The expectations were high, and our team needed to select an optimal feature set.

We paid special attention to the specifications. Once they were done, we began the development journey and in the end the app exceeded all client's expectations.

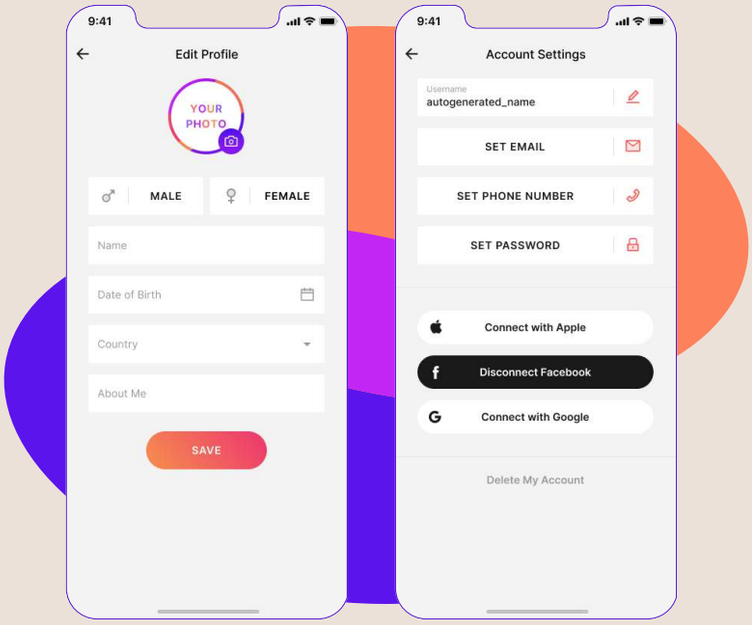
02/ Use Cases

Since Mazaaks is a social network focused on sharing one specific type of content – videos, we needed to make their editing and posting intuitive. The creative process requires full absence of any technical difficulties. So we put all our effort into making Mazaaks very user-friendly and original.

Profiles

Mazaaks users can create and manage their personal profiles in a couple of clicks. As any respected social network we allow users to login with all trendy social networks like Facebook or using their Google account or Apple ID.

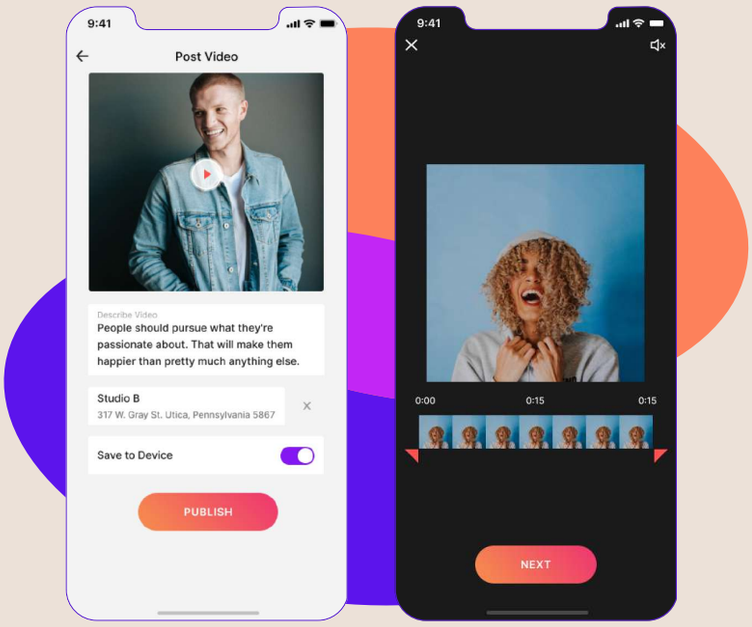
The user profiles created in Mazaaks resemble profiles you can see in other similar social networking apps. This was done on purpose, so that the users can intuitively find all necessary fields, add pictures and personal information at once, and start using the app.



Video Posting

When users post a video, they expect it to be appreciated and liked by others. But the first thing they need to do before posting any content is to edit it. Mazaaks offers advanced editing options and ability to select a category of video, its preview, add location, description, etc.

In Mazaaks you can also combine two video clips into one video. Users can simply select video clips from the library on their device, then trim and cut them, add desired filters and post. On top of that, Mazaaks offers its own library full of funny video clips that you can use while editing your content.



Masks and Filters

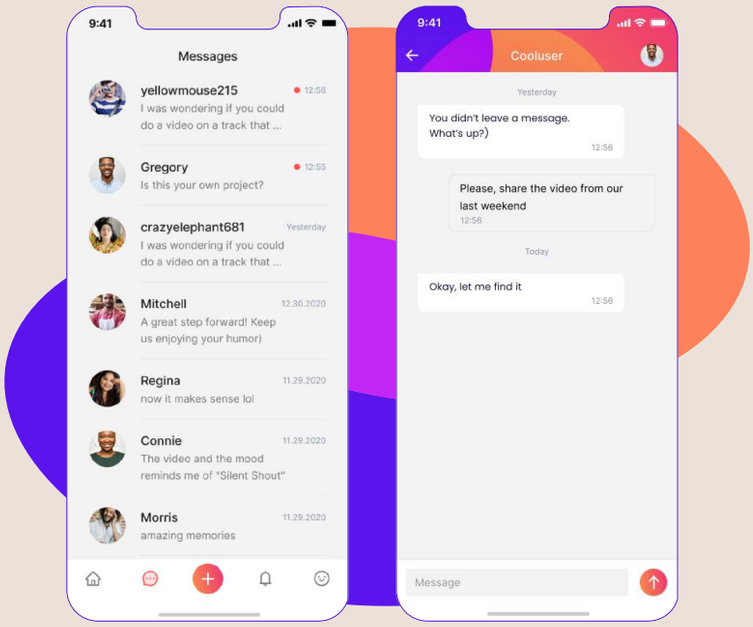
Masks and filters are must-have tools for creative solutions like Mazaaks, that is why we took good care of them. Our developers found and checked numerous SDKs for real-time editing possibilities.

After a while we selected 4 most suitable SDKs for in-depth research – Agora; Luxand; Banuba and DeepAR. The last one became our final choice because it met all Mazaaks requirements, and its usage did not pose any specific challenges.

Thanks to the great job of our developers and right SDK selection, Mazaaks users can now apply numerous visually pleasing and fun effects and masks to their videos effortlessly.

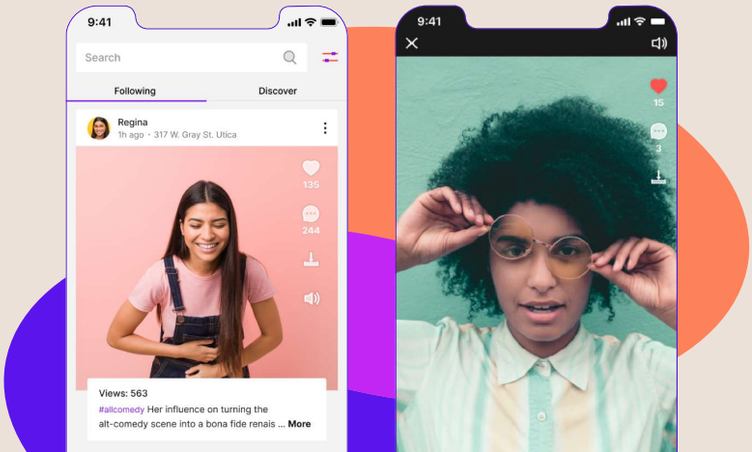
Direct Messaging

Mazaaks owner wanted to create a real community of creative app users who would share the posts with each other and engage in ideas discussion that can result in creation of new content. So our main task was to incorporate a reliable and convenient direct messaging feature. Now all app users can easily send messages, read their messaging history, or delete dialogues.



Feed

The feed is a rather general option that any social network has. However, Mazaaks is not a common solution where videos randomly appear on users' feeds. It has an option for sorting the content (by number of likes, date of posting, etc.) to see the most interesting and relevant videos. Also Mazaaks users can search for posts by description or username, play videos in fullscreen and like



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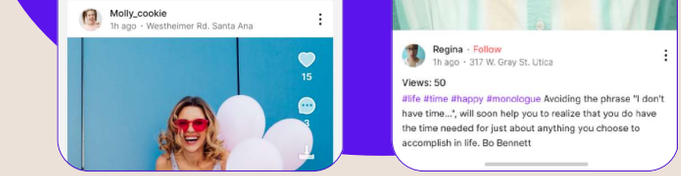
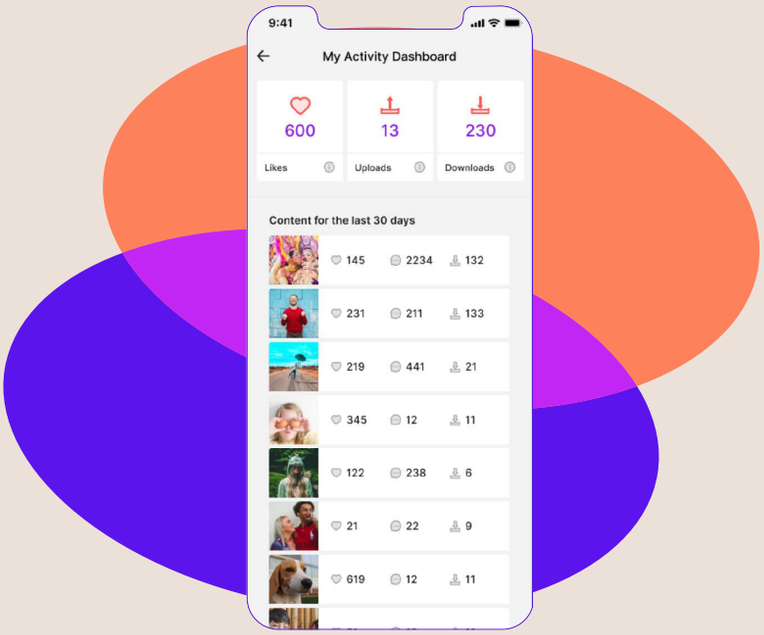


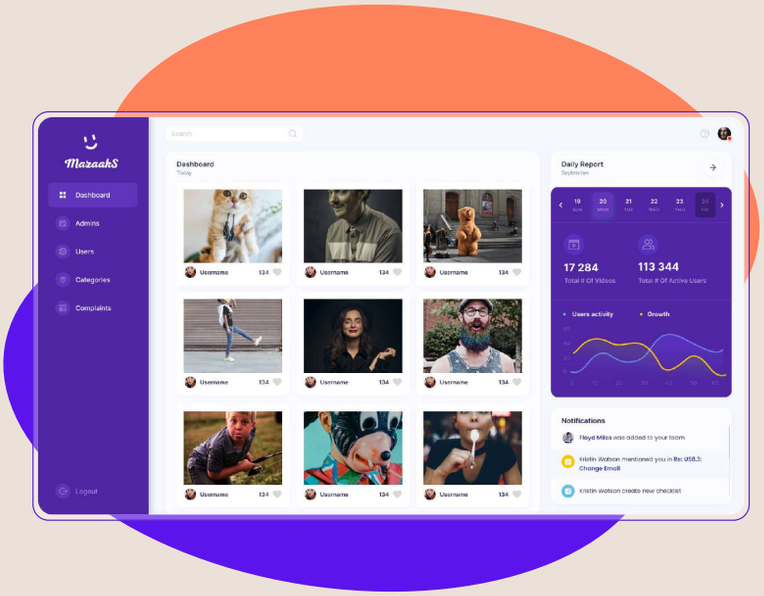
Activity Dashboard

Mazaaks can help its users to build a brand or to expand the existing one. And to do this effectively users should be able to see the statistics of their account. The Activity dashboard lets Mazaaks users check the total number of likes they got, number of uploads and downloads on posts, and popularity of the created content for the latest month.



Admin Panel

For social media apps like Mazaaks the admin panel is a must-have feature since it allows to control user-generated content. Some offensive commentaries can be deleted from the admin panel. Users also have a chance to report inappropriate content, block/unblock other users, save and then rewatch videos or pictures in the archive section, make complaints, and many more.



03/ Design

Since the target audience of Mazaaks is young comedians and stand-uppers, we needed to create an eye-catching and yet very intuitive design.

Design

Logo

Mazaaks

Everything began with the logo which turned out original and memorable. The word "mazaaks" means smile, so our designers offered several variants of the logo with the smile on them. The main emotion we wanted to convey is positivity. So we played with fonts, composition and the smile itself. The end result was very satisfying.

Color

#8417F2

#F0406C

#F68650

As to the color scheme, we decided to choose very bright colors (pink, purple, orange) and combine them with more neutral gray and black ones. Our designers used interesting gradients and catchy abstractions.

Style

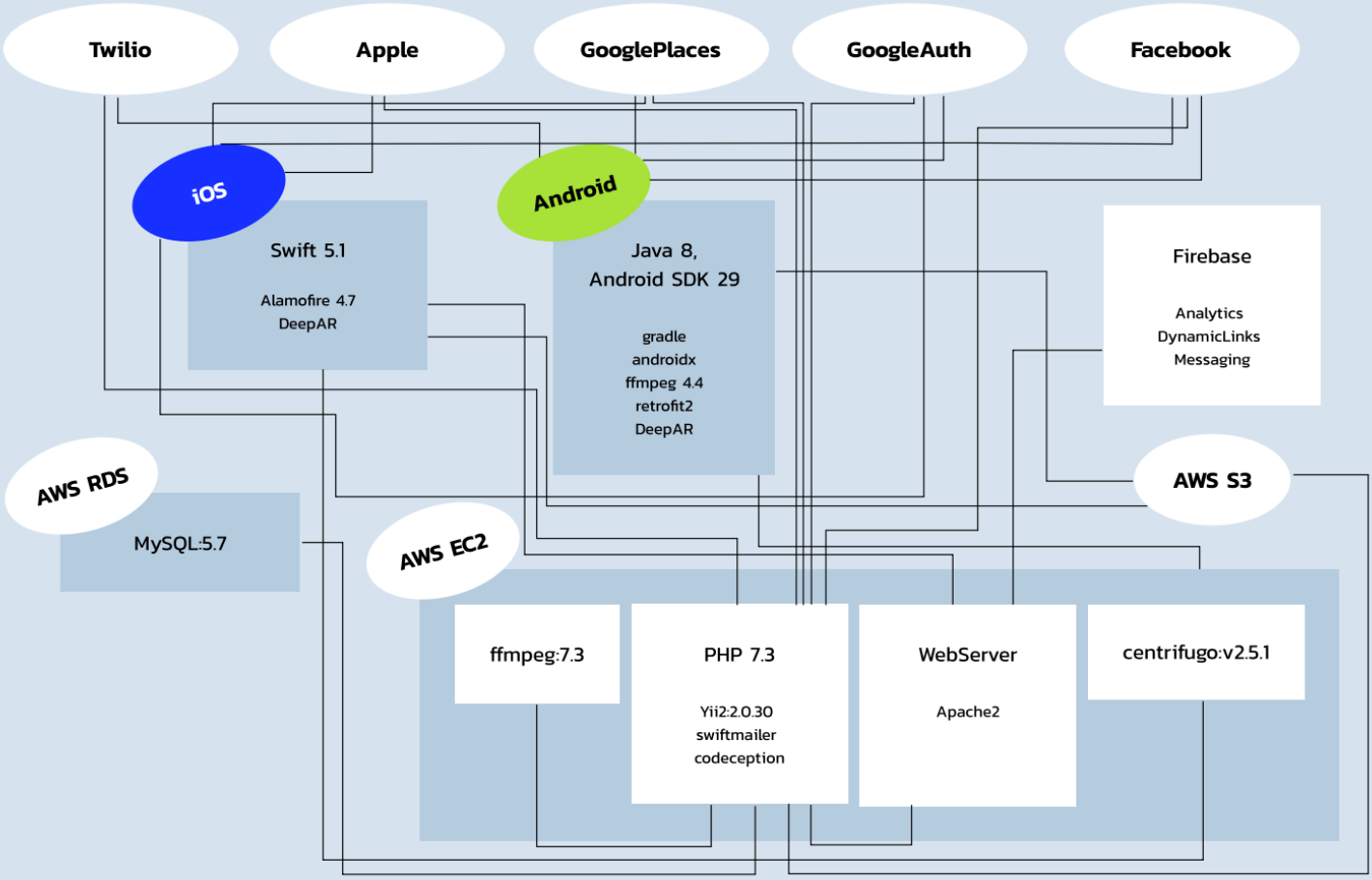
All elements of design complement each other and have the same recognizable styling. Every little detail is well thought-out, so even for the default screens our designers created funny illustrations. Or let's take users' profiles – if a Mazaaks user hasn't uploaded his picture, the logo with a smile will be shown in a placeholder.

04/ Technologies

Operating Systems:
iOS and Android

Mazaaks was built for two operating systems – iOS and Android, and we used a lot of technologies to make it work seamlessly. For example, we used FFmpeg on Android platform to resize and trim user videos to standardize them according to the platform needs. Also this library can convert video files to mpeg-4 format.

To implement numerous video filters and effects focused on face modification, our developers used DeepAR studio. This library is perfect for solutions like Mazaaks since it also lets you create your own effects and 3D models.



05/ Features

Video Posting

Masks and Filters

Messenger

Activity Dashboard

Likes and Comments

Feed

Thanks for Your Attention!

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