Re-inventing Verbania Incorporation

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**Introduction**

Social networking has paved way to an era in which relations can be fostered among people regardless of their global positioning. However, the surge in the development of new technological applications has affected some companies negatively and has necessitated the reinvention of the manner in which the organizations operate. The study seeks to conduct an analysis of the requirements needed for Verbania Inc. and to make a recommendation on the resources needed to apply the requirements pointed out.

**An analysis of the stated requirement**

Currently the company intends to enable the users to have access the correct procedures that would enable them to come up with an account that would enable them to gain access to the social site. The incorporation has to implement some measures that will make the registration process for new users as easy as possible (Scott, 2017). Moreover, the users have to be provided with reasons that are going to draw them into opening and having an account with Verbania Inc. The fields present for the user to fill in their information have to be reduced so as to ease the process as much as possible for the users. The fields into which any person wishing to make a new registration will have to key in some information should be organized following the appropriate sequence and in a logical manner.

The discussions forums that are made available by the site should apply more efficient facilitation. The rules that have to be adhered to as people interact in the site have to be clearly stated (Scott, 2017). Facilitation should encourage the formation of communities that are going to add more value to the people who are going to be using the site. Moreover, the people posting and interacting with each other on the discussion forum should feel safe to share their ideas and their inputs.

The social site endeavors to make it possible for people to make searches online. The search functionality has to be upgraded. This often comes about as a result of the information that the users can be in a position to access once they use the online platforms. In addition to content search, social networks have to be expanded so that the users can be in a position to gain access to different groups as well as communities. A search box that operates in real time and which can be able to filter the content that is fed into it is a requirement for the success of this feature of the social site. The result page that often pops up after conducting a search has to be given some due consideration.

In addition, the social site aims to provide a gaming as well as a calendar component for the users. The gaming feature should provide the users with the possibility of playing games over the internet and to compare the scores that other players will have amassed. In order for the incorporation to keep itself afloat some of the games can be accessible to the users at no cost whereas in-game content has to be purchased by the users who might be interested. The calendar component has to have an appropriate listing on Google sheets. This will increase their accessibility for their users (Borgs et al., 2014). Moreover, some visualization of the calendar component has to be conducted in Trello. Furthermore, clients should be in a position to have access to instant messaging as well as twenty four hour availability of the site in any given day. In addition the information that is exchanged online has to be secure because of the security features that will have been put in place.

**The unstated requirements and the method(s) that could be used to collect a more comprehensive set of requirements**

According to Borgs et al. (2014), due consideration has to be given to the set-up of profiles by the users of the accounts. Moreover, a Global Positioning System has to be considered so as to enable the users of the site to have access to the feature that is already available on other social media platforms. In addition, it is essential to determine the category of the users for whom the site would be most appropriate. In doing so, it becomes much easier for the company to incorporate some features that can better serve their clients. Clients should be empowered to post content from any location, be it pictures, messages or even videos.

Agrawal, Catalini & Goldfarb (2015) explain that it is essential for the company to create an environment that will facilitate the development of the site. An engine that could power the networking processes of the site has to be selected. For example, the company can consider Elgg. In addition, expansion of the company as well as its growth has to be factored in. This will often require the pointing out of the technological requirements that are going to be appropriate for the organization. The installation of the database that relates to the social site has to be conducted. A stream that will enable people to keep abreast with the activities of their friends and relatives has to be incorporated into the business enterprise. Data options are also necessary for the users of the social sites.

**How the requirements can be met using hardware, software, networking and security features**

According toTucker (2014), come features are necessary so as to ascertain that the requirements that pertain to setting up a social network are met. Hardware such as wireless routers will be needed for the process. It is essential in ensuring that a connection is available for all the connected computers. In addition, connections that are wire-based will need to be brought in as well as a Network Information Card.

Soft ware will be required so as to ensure that facilitation of the site is much easier and more efficient (Scott, 2017). This might require the use of buffers that allow addition of the social sites that are to be managed. Moreover, other applications help to increase the marketing capacity of the site so to increase the number of people who might need to use it. An example of the site includes SocialOomph. In a bid to increase the security of those using social networks, security settings can be incorporated into the system. Moreover, security features such as passwords can be used in order to ensure that the privacy of the site users is enhanced.

**Conclusion**

The application of the requirements by the company will help to ensure that it can compete at the same level with other companies that have already established themselves in the industry. However, the company has to conduct research continuously so that it can be in a position to tell measures that can help it to reinvent itself. This will ensure that it keeps afloat regardless of massive shifts in the utilization of technology.

References

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