



Dosti
- A Social Networking Platform
(Case Study)

Dosti

Customer Profile

Webdunia.com - Pioneers in providing quality content and services in Indian Languages. Webdunia has a diverse list of services to offer. These services include Email, MyWebdunia (A blogging platform), Classifieds, Greetings, Quest, Quiz and Games are most popular among the users.

Business Situation

People have used the social network metaphor for over a century to connote complex sets of relationships between members of social systems at all scales, from interpersonal to international. A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Social networking has encouraged new ways to communicate and share information. Social networking websites are being used regularly by millions of people but, none of them provide a good support for Indian languages.

Solution

Webdunia has come out with its own platform for social networking by adding its innovation on Indian Languages. Dosti not only shows the User Interface in Indian Languages but it allows the user to type in the text in these languages by integrating its award winning product WIOCLITE.

Benefits

- Breaking the Language Barrier
- Simple and Intuitive UI
- SEO Friendly
- Multiple ways to expand a social network
- Friendly Search

With Dosti, Webdunia adds another jewel in the crown of its Services. Dosti aims at bringing People together to socialize and share by breaking language barrier among Indians.

Situation

Early social networking websites started in the form of generalized online communities such as The WELL (1985), Theglobe.com (1994), Geocities (1994) and Tripod (1995). These early communities focused on bringing people together to interact with each other through chat rooms, share personal information and ideas around any topics via personal homepage publishing tools which were a precursor to the blogging phenomenon. Social networking began to flourish as a component of business internet strategy in around March 2005 and soon World Wide Web got crowded with social networks which focus on people and some focus on hobby or an interest. This collection began to be known as a Social Web. The **Social Web** is currently used to describe how people socialize or interact with each other throughout the World Wide Web. Such people are brought together through a variety of shared interests. There are different ways in which people want to socialize on the Web today.

Solution

Dosti focuses on People for social interaction. Dosti is built to encourage communication between people, it typically emphasized some of the following social attributes

- Identity: who are you?
- Reputation: what do people think of you?
- Presence: where are you?
- Relationships: who are you connected with?
- Conversations: what do you discuss with others?
- Sharing: what content do you make available for others to interact with?

Network Building

Once a person registers with Dosti, he can start building his network by searching existing people in Dosti or inviting people through importing his Address book from popular service providers. Currently supported providers are Google, Yahoo, MSN, Rediff and India Times.

Sharing Options

Photos

User can create Albums and share with people connected to his Network.

Blogs

Currently a person can share his blogs posted on MyWebdunia.

Videos & Music

Videos can be shared from YouTube and MyWebdunia

Bookmarks

Person can share his favorite site or a useful link with others connected to his network.

Feed Reader

Dosti has an Atom & RSS Reader. A person can read feeds delivered by person's favorite sites on Dosti itself.

Conversation Mediums

Scrapbook, Messages and Status Updates are communication mediums in Dosti through which a person can share his views or can have a conversation with others by writing on their scrapbook or send a private message or by simply updating his status. Difference between a scrap and message is of accessibility. Messages are always private while scrapbook can be made accessible to others on the network.

Notifications

Dosti's Friends Update module notifies a person on the activities being done by others in his network so that the person is always in touch of what his friends are doing. A person can even get these updates without opening the site through Dosti's Friends update Webslice in Internet Explorer IE8. This Webslice can be installed from Dosti or from [IE Addons Gallery](#).



People Directory

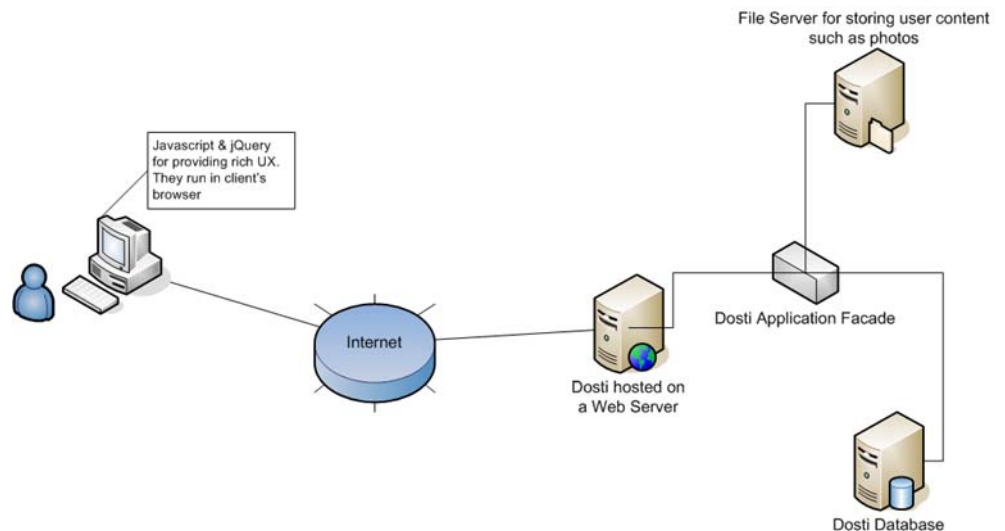
Dosti has a public listing of persons registered with Dosti. This helps them giving an identity on the web. Also more people can join one's network by searching him on the web.

Accessibility Settings

Dosti respects a person's privacy. There are 3 access levels through which a person can maintain his privacy.

- Everyone: Access is public (this is default)
- Friends: Only the persons in one's network can access the information
- Myself: This is private, only the owner can access the information

Solution Architecture



Technology Used

Development Environment

- Microsoft Visual Studio 2005 Professional Edition
- Languages Used: C#
- Database: SQL Server 2005
- Other: jQuery and its extensions

For Servers

- Operating System: Microsoft Windows server 2003 Enterprise Edition
- Application Environment: Microsoft .NET Framework 2.0
- Database Environment: Microsoft SQL Server 2005

Dosti – where everyone is a friend

*Socialize and Share with Dosti.
Now Language is not a barrier.*