

LOUD SHOUT BRIEF

Ever wanted to say something but fear of being judged held you back or ever felt that your conversation is not reaching the right audience? The massive ocean of communication platforms still lands us in a situation where our voice is lost among irrelevant users.

The new communication app **Loud Shout** is trying to address the issue. Loud Shout Ap is a brainchild of alumni from IITBHU; **Amit Vaish and Anil Vaswani (Founder Skyline Group)** and also with founder members from BITS Pilani and Delhi College of Engineering. **Loud Shout** is hyper local bulletin board allowing users within a community to share their thoughts anonymously.

Loud Shout is a GPS based app which allows user to login through their phone number. After the user has successfully registered user can select a **Basecamp** which is his college campus. The other feed is local feed which allows user to broadcast a message within 5 KM radius. All this communication is anonymous so users can share their true thoughts without the fear of being exposed. The app thus gives freedom to user to post true feedbacks and have real conversation about local cafes, restaurants, even police stations practically everything under the sun. For college students app could serve as a bulletin board about all things happening in campus including but not limited to gigs, events, hostel tit bits and some banter as well.

With anonymity there is always a risk of curation of content. The Salient features in this App help self navigate this problem. Features of upvote and downvote of comments serves as a parameter triggered at a certain differential, after which comment is self deleted. App also has a feature of flagging an inappropriate post which then goes to moderation panel to check for appropriateness. Other features include favorite a post so that user can keep up with the conversation, sharing a post and peeking in other campus to see what is going on in other campuses.

The app also has a unique Avatar functionality where every post is assigned a unique Avtar. This would help users to identify other users in conversation while this Avtar would change for every new post helping secure user's identity. The app currently gives only campus options as basecamps but plans to include many more categories of basecamps.

The vision of the app is to create real conversations in the virtual world. App makers believe in freedom of speech and aims at giving its users the best experience in the domain.

LOUD SHOUT AP RELEASE DATE : MID JULY for Android and IOS Version