KENSH VibeShare for Enhancing Social Media Interaction with AI-Driven Creativity and Personalized Engagement

Kaung Si Thu

Student, Faculty of Information Technology Marwadi University

Hein Htet Aung

Student, Faculty of Information Technology Marwadi University

Sai Kham Hsaing

Student, Faculty of Information Technology Marwadi University

Nyi Min Myat

Student, Faculty of Information Technology Marwadi University

Saw Eh Ni Zar Htoo

Student, Faculty of Information Technology Marwadi University

Prof. Divya Kavathiya

Professor, Faculty of Information Technology, Marwadi University

Corresponding author: Divya Kavathiya, Email: divya.kavathiya@marwadieducation.edu.in

Abstract—KENSH VibeShare, a new social medium, changes all this with innovative AI-driven applications that help foster creativity and enable user interaction differently. Traditional ways of socializing often do little to enhance and allow the creativeness of user expression or actual personal connection; KENSH VibeShare solves these ills by enabling users to input text and share photos, find and interact on others' messages, and nurture meaningful connections in the process. Probably the standout feature of this platform is post photos that the AI generates for you. Meaning, people without much design aptitude can just create pretty pieces of content on it. This paper explores the design, features, and functionality of the platform with how KENSH VibeShare fills a gap that does not yet exist in content creation and user engagement within social media. KENSH VibeShare offers a tailored and innovative experience for users using AI-enhanced tools and a user-centered approach, thus giving a new paradigm to social interaction.

Keywords—AI-Driven application, creativity, social media

1. Introduction

The social media networking sites have utterly transformed the style in which one communicates, befriends, or even expresses self. With several billion active people all over the world, these have become tremendous instruments of self-expression and community building that digital interaction calls for. However, many users find it hard to express their creative potential and be able to achieve meaningful connections while on these kinds of platforms. There is pretty much limited scope for content creation and challenges in designing engaging visuals which leaves the user with a rather passive experience.

KENSH VibeShare is a new way of social interaction that fills the gaps. This innovative platform allows users to express themselves and connect with others through AI-enhanced creativity. KENSH VibeShare uses artificial

intelligence to help users create compelling visuals, making content creation accessible even to those without technical or design expertise. For those who want an easy way of creating and then sharing engaging as well as content-rich, beautifully designed content- the platform caters to helping users do precisely that. Secondly, KENSH VibeShare aims for close personal connections. It longingly waits for renaming social media by branding itself under the label: a user-centered, creativity-inspiring platform where KENSH VibeShare breaks the 'usual' ways of social networking.

This paper focuses on the design, functionality, and user experience of KENSH VibeShare. Following the research about AI applications in social media, digital creativity, and user-centered design, this study reveals how the functionalities of KENSH VibeShare transcend the contemporary challenges of social media. This paper examines KENSH VibeShare's new features including AI tools, content personalization, and community-building features. Further, it compares the value addition of KENSH VibeShare towards the betterment of online social interaction.

2. Literature Review

Now the social media lives with us: it allows, actually, to build connections, spread, and be creative. Simultaneously with their wide consumption, the basic platforms fail often to balance usage engagement, creativeness, personalized expressiveness, or community building among them.

It's quite insightful how KENSH VibeShare can be a solution to such challenges as described in the literature about social media, AI in digital content creation, user-centered design, and big data analytics. Using advanced technological solutions combined with user-centric design approaches, KENSH VibeShare promises to enhance user experiences to become better, more profound moments of engagement and belonging. Kaplan and Haenlein [1] outline the challenges and opportunities of social media platforms. They argue that although social media has democratized information sharing, often the lack of tools to encourage personal expression and creativity characterizes the phenomenon. Such a limitation positions the need for such platforms as KENSH VibeShare to evolve the best features that will enhance user experiences through unique content creation.

This notion is further clarified by Chen et al. [2], who state that digital content curation is one of the things necessary to enhance user engagement. Their work stresses personalization in social media since curated content does not only mirror the individual tastes of users but also enables meaningful interaction within online communities. This study informs us about how KENSH VibeShare personalized AI-generated content, in aiming to make the content more simplified and user-appealing to be developed.

User-created content on social media has emerged as being backed by AI technologies. According to Oberlander and Shandler [3], AI can revolutionize user experience, providing creative assistance in generating beautiful visuals. In other words, the technical barrier related to design will be eliminated in order to empower users to use such technology. KENSH VibeShare is one such example of using AI photo generation, allowing a user to develop unique visuals by not requiring too much designing capability.

Moreover, Chung et al. [4] research the impact of AI on user engagement and satisfaction, and propose that AI-based content generation would improve the user experience in general.By using AI, interactive and attractive features can be presented to the users, and this may elevate the engagement level. The study supports KENSH VibeShare's vision to use AI creativity to enable the user and promote interaction on the platform. Also, the analysis of big data benefits in understanding user behavior to design experiences accordingly. Buettner [5] states that with predictive analytics applied in social media, the idea of user retention increases because an understanding of a user's needs and behaviors happens.

KENSH VibeShare depends significantly on data analytics like this because such insights derived through interactions help bring in recommendations, further curating them, and boosting user engagement towards the satisfaction desired. Furthermore, design factors are also important in facilitating creativity among users in digital spaces. Huang et al. [6] present challenges and opportunities to facilitate creativity within online environments. In this, it is determined that intuitive and user-friendly interfaces support creative expression. KENSH VibeShare addresses these design challenges through intuitive interfaces making features such as AI content generation more accessible for advancing the creative ability of users.

Such sites that provide for the needs and satisfaction of users are more likely to build loyalty and satisfaction, according to Sharma and Mehta [7]. KENSH VibeShare is a good example by the way of user-focused features were generating specific and personalized content and interaction spaces custom-made fit the needs of every user make users feel important and included.

Interactions with social media and community are very important factors that ensure the creation of sustainable communities. Goncalves et al. [8] show the importance of user-generated content and interactive tools for a better-attached, more loyal customer base. KENSH VibeShare supports this view because of its capabilities that offer

real interactions between members and also provide a feeling of belonging.

In conclusion, the integration of AI, data analytics, and user-centered design is a must for modern social media platforms. KENSH VibeShare seeks to overcome the current limitations by offering innovative features that promote creativity, personalization, and engagement in a richer and more inclusive social media experience.

3. Comparative And Comprehensive Analysis

To place KENSH VibeShare into context, the existing social media and AI-driven content creation tools were benchmarked for comparison. Through such a comparison, the value of uniqueness of the new tool in helping to highlight the strength regarding previously identified gaps and its nature of being disruptive in re-imagining social media interaction will be revealed.

3.1 Comparative Analysis:

The comparison was based on several key aspects: content creation tools, user personalization, community building features, and AI integration. The project commenced

Table 1: Compare KENSH VibeShare with other products

Feature	Traditional Platforms (e.g., Instagram, Facebook)	AI-Centric Platforms (e.g., Art breeder, Canva)	KENSH VibeShare
AI-Generated Content	Limited to filters and basic tools	Focused on design-specific content	Comprehensive AI image generation
Personalization	Generalized recommendations	Limited user-specific customization	Tailored recommendations using AI
Ease of Use for Non-Designers	Moderate	High	High with creative assistance
Community Engagement	Passive (likes, comments)	Minimal	Community-focused features

3.2 Comprehensive Insights

KENSH VibeShare: Filling the Gap that Traditional Platforms Were Not for Nontechnically Expert and Notoriously Talented Individuals for Inspiration to Develop Creativity. AI-powered tools, the application makes content creation easier while maintaining engagement through interactivity.

Research studies support the above potential benefits Chen et al. [9]: They proved that the AI-curated personal content is what enhances the user experience. KENSH VibeShare carries on from these by having a dynamic system of recommendations that learn and adapt to the individual.

Oberlander and Shandler [10]: They highlighted the fact that tools for creativity aided through AI reduce the technical barriers of access for users.

KENSH VibeShare takes this further into including not just suggestions of content but the ability to co-produce visuals with AI.

Sharma and Mehta [11]: Explored how community-oriented features enhance user retention and loyalty. KENSH VibeShare's profile customizability and interactive features facilitate long-term engagement.

4. Methodology

KENSH VibeShare project carefully addressed all the gaps in the existing social media platforms by focusing on user challenges related to creative expression and meaningful interactions. This section talks about the journey of the project, from the requirement analysis phase to its design phase.

4.1 Requirement Analysis and Problem Identification:

The project started with the analysis of social media sites popularly used in society. Common constraints in expressing and creating content were identified. The literature review and informal survey helped define major requirements, focusing on simplified tools for creative content generation, personalized recommendations for content that could improve engagement by users, and authentic social interaction and community building

features.

4.2 Feature Design and Functional Specification:

Some of the features developed from the needs identified were AI-Driven Content Generation, utilizing AI-based tools to assist the user in generating visually appealing content in a considerably shorter timeframe for users with no or minimal design experience. Such innovative design gave rise to the development of a personalized recommendation system that would ensure the user was always engaged with more relevant content as per the interaction and preferences of the user. Moreover, community-building tools were implemented to foster deeper connections among users. These tools included user profiles, which incorporated mechanisms of reaction enabling the personalization of the user interface.

4.3 Technology Selection and Justification:

Technologies were very much chosen for the project based on their functionality, ease of use, and accessibility. The backend was determined to be Node.js along with Express to ensure there was proper management of server-side processes and scalability of user interactions.It was a responsive user interface optimized for easy access through several devices, chosen for frontend, using React.js.

MongoDB was selected since it is pretty flexible in dealing with different forms of user-generated content, which can be anything from text and images. In this approach, it clearly indicated a framework in developing KENSH VibeShare, based on the perspective of creating an audience-centric tool where creativity and individual connection are achieved with simple tools and AI-driven features.

5. Design And Development

KENSH VibeShare design and development were aligned with a user-centered approach to ensure it was intuitive and engaging. Here, design principles, development, and the main technical aspects that characterized the social platform are presented.

5.1 Design Principles:

Critical design principles of the KENSH VibeShare social platform focused on six main factors: simplicity and intuitiveness, personalization, creativity and expression, and community engagement.

- Ease and Intuitive Use: It was created in such a manner that even nontechnical and non-design persons could easily use it. The features were kept so minimal so that people can concentrate more on content generation and social interactions without getting buried in complicated interfaces.
- Personalization: Personalization is another feature through which the users would be able to engage with the website for longer periods of time. With recommendation systems, it was able to provide relevant content to a particular user.
- Creativity and Expression: It was focused on allowing users to express themselves creatively. It used AI-driven content generation tools in an application to help users create very visually appealing posts with the least amount of effort.

Community Engagement: User profiles, interactive content, and feedback mechanisms were part of the design for community building and interaction among users.

5.2 User Interface (UI) Design:

KENSH VibeShare was designed clean, modern, and responsive for user interface, ensuring ease of navigation across different devices. Key UI design elements involved:

- Homepage: It features a clean layout with easy access to content-creation tools and personalized feeds, as well as community interactions.
- Content Creation Tools: The tool is user-friendly, providing users with an easy means of creating texts. There are options with the ability to add images into the workflow of creating posts. The image generation tool via AI makes it convenient for the users to produce images in only a few clicks.
- User profiles: Each user is provided with a personal profile page, from which he can view his posts, interact with them, and receive suitable recommendations.
- Navigation: Provided is a straightforward navigation bar that makes fast access available to the home feed, area for content creation, and profile settings.

5.3 Backend Development:

KENSH VibeShare was built on Node.js with Express.js in the backend that provided a highly scalable environment for handling user requests and data storage. It would mainly include JWT or JSON Web Tokens for

back-end security implementation that secures user authentication and thus guarantees a secured log-in procedure. Data would be managed via MongoDB for storage purposes due to the handling of diversified unstructured data like text posts and images, which MongoDB does pretty well, while a recommendation system would also be integrated into analyze user interactions, preferences, and give a tailored suggestion about which content should appear to a specific user.

5.4 AI Integration:

The system allows the user to produce images based on text prompts that fill the gap in content creation tools available on the existing social media platforms. The AI model that was used to generate images is based on the DALL-E model by OpenAI, fine-tuned for generating images that are relevant to the input from the user. The integration process involves the following steps:

- Input: The user types in a text prompt that describes the image they want.
- AI Processing: Based on the prompt, the AI model processes and creates an image from the input.
- Post Creation: The created image will be posted within the interface, where a user can add some final touches to it and then post it in conjunction with it.
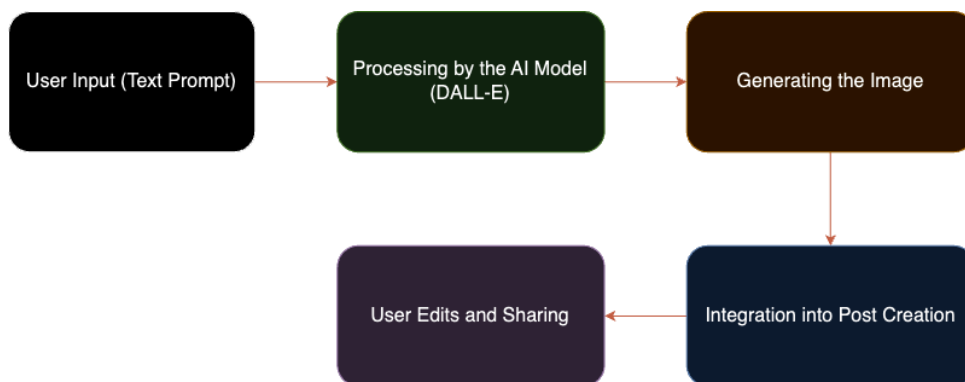

Fig 1: AI Image Generation Process

5.5 Key Features of KENSH VibeShare

Table 2: Features of KENSH VibeShare

Feature	Description
AI-Generated Content	Users can generate images based on text prompts, enhancing creativity.
Personalization	AI tailors content recommendations based on user preferences.
User Profiles	Customizable profiles for users to manage posts, interactions, and data.
Community Engagement	Features like interactive content and feedback mechanisms foster community building.
Content Creation Tools	Simple, intuitive tools to create posts with text, images, and AI-generated visuals.
Mobile Optimization	Platform is optimized for use on various mobile devices, ensuring accessibility and ease of use.

Scalability	Cloud-based deployment ensures the platform can scale to accommodate growing user needs.
Privacy and Security	User data is handled securely, with privacy controls in place to ensure confidentiality.

5.4 Deployment:

When the features were ready and put into the system after proper testing, KENSH VibeShare was put onto a cloud server that scaled out and stayed up. Using an easy tool, Heroku, the system could be launched pretty easily.

6. Future Work

KENSH VibeShare, for now, is a fantastic creative social space with much room for growth and development.

1. More advanced AI Features

   Even the upcoming releases will add more sophisticated AI abilities, such as automatically generated videos, deeper text analysis that could suggest content according to a user's preferences, and improved image editing tools- all of which will help them create and share content even more quickly.

2. Scalability and Performance:

   If the users count is growing rapidly for the website, then back-end infrastructure to accommodate increased load as well as extra data storage shall be scaled appropriately. Cloud robust solutions, for example, distribution database and efficient mechanisms ensure that the platform has performance and scalability irrespective of expansion by users.

3. Mobile Application Development

   Currently, it is web-based, but in future versions, it can be possible to develop native applications for iOS and Android. This will increase the accessibility and users will have a seamless experience on mobile devices and hence increase further engagement.

4. Social aspects and gamification:

   Further social features in the future releases can include direct messaging, group forums, and other gamification features like achievements, challenges, or leaderboards, all of which can further encourage interaction and community building. All these will increase user engagement and strengthen the bonds between the users.

5. Ethics on AI and User Privacy:

   The more that relies on AI in generating the content, the better such applications cater to ethics and the privacy of the users. Further development would be in ensuring the transparency of AI models in presenting features about user data that shall be used accordingly and ethically.

KENSH VibeShare is one of the promising ideas that could change the face of social media with its innovative creativity and personal engagement. The ongoing development of advanced AI features, scalability, and social interaction tools will ensure that the platform continuously meets user expectations and adapts to the ever-changing dynamics of digital social engagement.

7. Conclusion

KENSH VibeShare is an innovative approach toward improving online social interactions by solving the common problems found in current applications. The project was able to develop a user-centered platform that puts creativity, self-expression, and community engagement first. With integrated AI-generated content and a personalized recommendation system, Kensh VibeShare promises the user unique creative tools to easily create content with a view of more engaging posts shared with minimal effort from users. As much as it was meant to be simple, this platform ensures that even the not-so-technical-minded user has full potential interaction with it. Iterative testing, which was enhanced with user feedback, helped polish not only the UI/UX design but also the underlying AI model to meet its core objectives: inspiring creativity and creating meaningful interactions on the platform.

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