In today's society most people are interconnected digitally, and communicate with one another through a variety of means including cellular phones, email, and the Internet. The latter has given rise to so-called "social media," such as Twitter and Facebook, where individuals can communicate with many people at once.

The problem with most social media services, is that communications are text-based, and lack the "character" of the intended message, leaving it flat, devoid of emotion and open to misinterpretation.

Shout! is a new social media project that aims to solve this problem by allowing users to publish their thoughts in their own voice using audio recordings, thereby retaining specific vocal cues such as inflection and emotion.

My role in the project was to allow users to create unique, secure personal accounts with which to post their shouts, and make the creation and use of these accounts as simple and easy as possible.

In addition to being an innovative social-media solution, Shout! has been built from the ground up with robustness and scalability in mind. To achieve these goals we have used frameworks and techniques that allow for automatic spawning of additional background workers when needed, as well as constant monitoring for automatic recovery in the event of any failures.

User accounts are an integral part of any social media system and must be implemented in such a way that they are unique, secure, and easy to create. By implementing functionality to create Shout! user accounts using existing Twitter and Facebook accounts, this process has been streamlined and should make the app more enjoyable to use.