**Competitive Analysis:**

|  |  |
| --- | --- |
| SecurityBook’s Features | Competitors Features |
| * Added layer of encryption * Will never sell user data * Easy to search for friends and family * Will not have advertisements | * Allows the creation of groups * Allows users to upload pictures, text, and videos * Involved in numerous controversies involved with selling data * Has advertisements |

When developing and designing this website, our goal is to include as many features as we can that are found on most popular social media websites. These features include, but not limited to: a search bar to aid finding new friends, the ability to update your profile page, allowing users to share pictures and videos with friends, requiring users to create an account, and allowing users to like posts created by other users.

SecurityBook’s main difference to our competitors is to focus on keeping our users and their data safe. We want the users to believe that we will never collect and sell their data. Numerous mainstream companies have been caught stealing and selling their own users' data. We believe we would be making one of the safest social media websites for users to always stay connected, and more importantly, safe.