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**Cohort 3**

**Course: Quality Assurance**

**Application**: Facebook

**Current SDLC Phase**: Maintenance Phase

**Observations**:

Facebook has undergone numerous updates and transformations since its launch in 2004. Such as News Feed Introduction (2006): This was a significant shift in how users interacted with content on the platform. It allowed real-time updates from friends. Open Graph (2010): This enabled third-party developers to integrate their applications with Facebook, broadening its functionality. Mobile Optimization (2012-2015): As mobile device usage surged, Facebook focused heavily on optimizing its platform for mobile access, eventually launching dedicated mobile apps. Acquisitions and Integrations (2012-Present): Facebook acquired several platforms (e.g., Instagram in 2012, WhatsApp in 2014) and integrated their functionalities to enhance user experience and engagement. Privacy and Security Updates (2018-2020): Following controversies regarding data privacy, Facebook has made numerous updates focused on user data protection and transparency, such as better privacy controls.

**Justification**:

Since Facebook, now known as Meta Platforms, Inc., is a well established application, it is mainly in the " Maintenance Phase"

The focus is on the ongoing updates for functionality, user experience improvements, and security patches and Rebranding to Meta (2021. The company rebranded to Meta as part of a shift toward building the metaverse, indicating a focus on virtual and augmented reality.