Competitive Analysis

This chart is a for comparison of different social media sites and their different features.

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| --- | --- | --- | --- | --- |
| Features | Our website | Facebook | Reddit | Twitter |
| Discussion forums | yes | yes | yes | no |
| Games | yes | yes | no | no |
| Solely for the state of Florida | yes | no | no | no |
| User images and comments | yes | yes | yes | yes |
| Links to mental health resources | yes | yes | no | no |
| Respects user privacy | yes | no | no | no |

## Facebook

Facebook does not directly have any kind of discussion forums, but they do have groups where discussions can be held. Facebook has a variety of games ranging from poker to matching games. Facebook does indeed include a variety of links which are linked to both mental health and information about coronavirus. As to be expected from most social media websites Facebook also allows users to upload pictures and comment on other pictures.

## Twitter

Twitter usually has very good discussions through replying to tweets and using hashtags to make what the tweet is about more specific. When it comes to games twitter doesn’t have any, but they do allow images and videos to be posted like other social media sites. Twitter is a worldwide platform but usually a lot of emphasis is put on celebrities and whatever they say. There isn’t a huge presence of mental health resources unless you specifically look for them, and some apply for covid 19 information.

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## Reddit

Reddit’s focus is forum and discussions in small communities called subreddits. There are no games in these subreddits but there are videos and images that are allowed to be posted on these subreddits. Although there are subreddits for groups in Florida reddit is primarily used with intentions of staying semi-anonymous although some people choose to reveal more personal information about themselves. For user privacy there are targeted ads so it’s not very private but more private than some other social media sites.

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## Planned advantages

This will be our social platform for connecting others in this difficult, and lonely time. At the moment there are other websites that do the same thing, but we plan to be different form the rest. Our target audience will be solely people that reside in Florida! Other websites have thousands of users who connect all across the world, and oftentimes we tend to forget the people around us such as neighbors or close friends. For this very reason we want people to become more familiar with those around them. Another advantage we will have is the lack of advertisements. Advertisements are usually a source of income for these websites, but not for us. Our sole purpose is bringing people together not making the big bucks. In doing this we really emphasize the user’s privacy.