**Executive Summary**

Social media is currently ingrained in our society - one could even make the argument that it surpasses television as the highest form of consumed media. This is because of the access people have through their mobile devices, computers and tablets. It allows people to engage one another directly. There are many forms of social media examples being YouTube, Facebook, Twitter, Pinterest, and Tumblr. People would often produce content and post it on social media, whether it be photos or comments. Users of these platforms would voice their opinions something that has drawbacks to it. If someone were to spreading misinformation and the user’s is not fully informed, they could end Liking that content without necessarily understanding what they are liking. This upvotes that content in the Home Page Activity causing it to trend. The Like would tie the that users to that opinion or belief. This could lead to the user losing place of employment. likU.com has developed the solution to these problems.

likU.com would be first website that allows the user to gauge the level in which they Like content. This would be 3-Like-System that would allow the users to either be anonymous or transparent on whether they like something or not. The First Like would allow the user to promote the content anonymously. The Second Like would allow the user to promote the content anonymously, but also allow the content creator to featured frequently on the user’s main hub or trend on the website. The Third Like would not only promote the content but would publicly be seen by users’ friends on the user’s Profile Page. The most important part of this feature is that if a user were to Like and comment anonymously, it cannot be seen by the content creator. The content creator would be able to engage with user who chose to publicly like their content.

This puts more control in the users’ hands. It would also push the focus on a sense of community. Rather then engage in disagreements that would cause users frustrations, potentially driving them off them off the website, the user can control what content they want to see as well as what content their friends would see on their Profile Page.

The purpose of this is create a social media website that would promote heathier social media engagement. This would also limit the spread of misinformation. It would allow people to give an unbiased opinion on content without being judged on their opinion. It would also minimize fake accounts or dummy users who create fake accounts to comment on content anonymously. Ultimately, our goal is to maximize user engagement, and get as many people to be on the website as possible, while filtering out the content that would leave negative impact on site.

In summation, LikU.com will leave the users and content creators with a positive experience. The like system would give the user a since of protection, and it would also allow people to enjoy content they like without being judged by friends. The content creator would benefit by having more user engagement on their content, while reducing misinformation spread by influencers.

**Competitive Analysis**

This will be simple ratting system of 0-5, 5 being great and 0 being poor. “Webpage” describes the design of the user interface. “Content” refers to what is seen on the website, i.e. videos, pictures, movies and comments. “Anonymity” refers to the user’s ability to be completely anonymous on the site. “Market Share” indicates the current market share on each platform. In Market Share, the 1-5 five rating will be changed to reflect the market of scheme on the market, 5 being the most and 0 being the least none. The information is taken from https://gs.statcounter.com/social-media-stats/desktop/worldwide. “Accessibility” reflects the ease of use for the site by the user. “Like” refers to the variety like system offers.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Comparison** | **LikeU** | **Twitter** | **Facebook** | **Pinterest** | **YouTube** | **Tumblr** |
| **webpage** | 5 | 4 | 3 | 3 | 5 | 3 |
| **content** | 4 | 2 | 3 | 2 | 5 | 4 |
| **Anonymity** | 5 | 1 | 1 | 1 | 1 | 1 |
| **Market Share** | 0 | 3 | 5 | 4 | 1 | 2 |
| **Accessibility** | 5 | 5 | 4 | 3 | 3 | 2 |
| **Like** | 5 | 2 | 2 | 5 | 4 | 2 |
| **Average** | 4 | 2.83 | 3 | 3 | 3.16 | 2.33 |

**Twitter Rating (2.83) https://twitter.com/**

Twitter has great webpage for its targeted audience. It poses the smallest threat because we believe that we would be able to produce more types of content. For example, we would investigate having longer videos and larger number of characters in the text box.

**Facebook Rating (3) https://www.facebook.com/**

Facebook poses the biggest threat because it has the largest market share on desktop. It would be difficult to compete with its marketplace because it is already saturated. Our solution is to attract the demographic between ages 20-35. The like system is one of the weakest because it does not have any variety.

**Pinterest Rating (3) https://www.pinterest.com/**

Pinterest also does not directly pose a threat, because it primarily caters to artist and photographers. It does have the second biggest marketplace on desktop, but because we after a different audience this should not be issue when competing. Pinterest does have an amazing like system. It has 5 tiers the vary good idea to ha-ha. This system is close to our system, but it does not provide anonymity.

**YouTube Rating (3.16) https://www.youtube.com/**

YouTube does pose threat the LikU because of the content it offers. The only content we do not offer is the ability to purchase movies. This would be only competitive edge that YouTube offers. But it has the weakest market share on desktop. YouTube Like system does not offer variety how it dose display the like to dislike ratio on each video.

**Tumblr Rating (2.33) https://www.tumblr.com/**

The only threat tumbler offers is its current place in the market share. Beyond that it is much more difficult website to use. We rated its accessibility the weakest among the competition. It’s like system does not offer much variety.

**LikU Rating (3.8)**

LikU will offer more engaging content. It would be setting the trend when it comes to our custom like system. It would also be the only website the allows the user to remain anonymous.