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Creative Brief for Social Com's:

Designer: [Jordan Alexis]

The website for [The Creator of Social Com's Jeff Davis]

Who Are They and what do they do?

Social Coms is a new and innovative Social Media website that will replace Facebook and other media Websites that give out information illegally. Social Coms was founded by Jeff Davis in the year 2018 when the scandal broke out with Facebook coming out they tried to sway voters. Their location is DownTown Brooklyn.

What is the scope of the project?

The scope of the project is to hopefully give people a new experience with the whole social media incidents as of late. Also trying to regulate what people post/and or say on the website.

Who's their audience or target market?

Their target audience is people who are tired of seeing things happen on every social media website with scandal, people who tired of seeing people post things without permission of the artist, tired of seeing fights after fights of people, and many other things, I hope to give everyone a new experience.

Who's their competition?

Their competitors are Facebook (maybe not after all the scandals), Twitter, Tumblr, Google Plus, Instagram, Instagram, and Snapchat. All of these have certain things in common and that's not really regulating their users to make sure that everyone is getting along.

What tone or image do they need to portray?

I think the image that they are trying to portray is a sense of safety and show that people are welcomed to feel like they are playing it safe with website/app.

What is their ultimate goal and how will they measure it?

Their ultimate goal is for people to have a safe environment where they don't feel like their threaten or afraid to be on social media without problems.

Content List

Homepage- To show how they were found, who founded it, and what they are going to accomplish.

App Ideas- What their website and app will look like. (I'll make it in XD to show what it is like). Also, show how it works.

Event Page- One event can be when they show off the website and app.

ECT Pages- These pages will feature the founders and their faces.