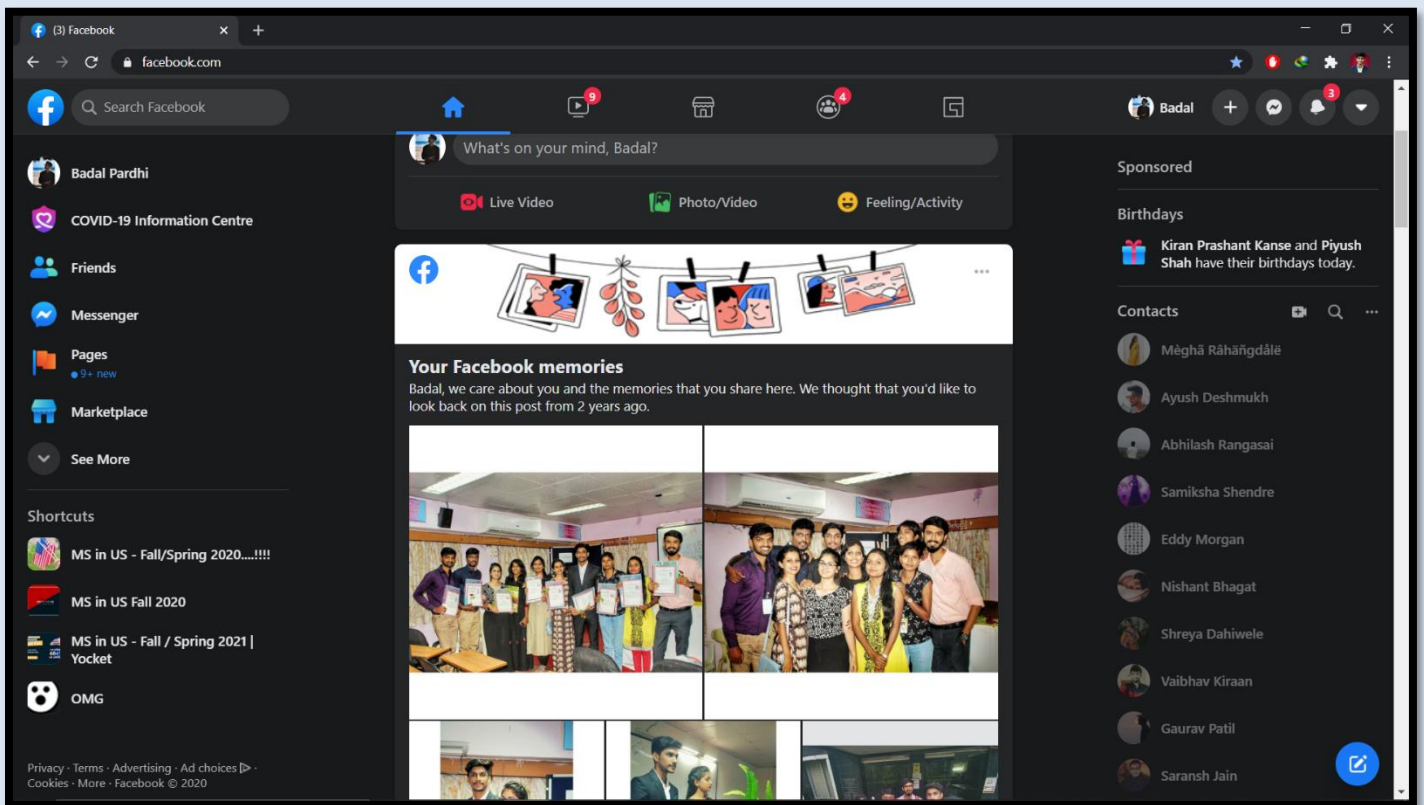


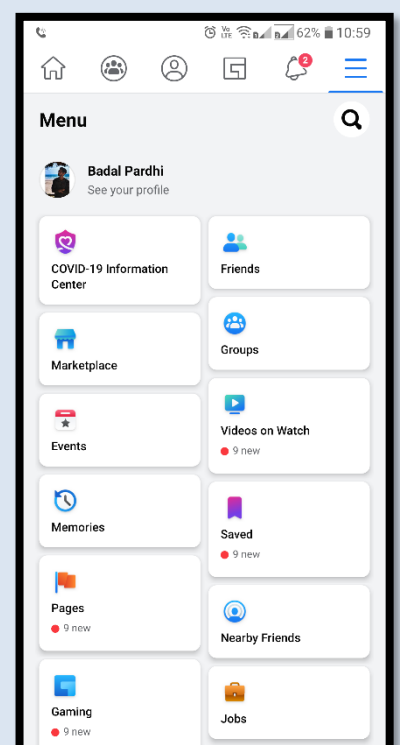
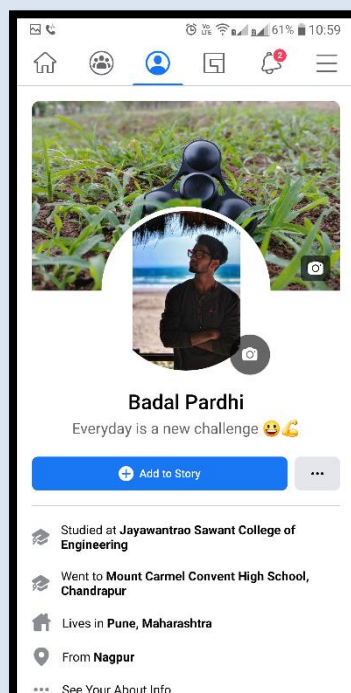
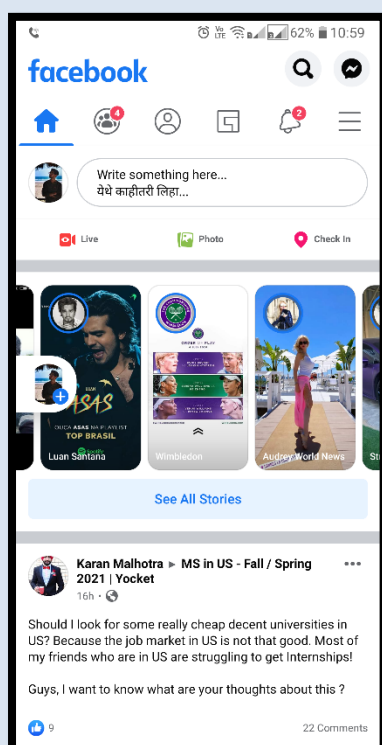
FACEBOOK

Facebook is one of the oldest social media websites with over 2.6 Billion user accounts. Facebook allows the user a platform to connect virtually with people all around the world. Facebook allows the users to have a lot of flexibility in the way they want to use this platform for. Users can use Facebook for something as meagre as chatting with friends to as important as growing business and marketing.

Website Interface



Mobile Interface



| OPERATION NAME | DESCRIPTION | Website | Mobile |
|---------------------|---|---------|--------|
| Search Tab | A user can search for specific people, pages, groups, or hashtags in this section for them to connect with. | ✓ | ✓ |
| Status Type Box | Here, one can write whatever they want to share with their Facebook community, it is similar to status in WhatsApp. | ✓ | ✓ |
| Home Tab | All the latest posts from either people or pages are shown here in a constantly updating feed. | ✓ | ✓ |
| Groups Tab | Latest posts in specific groups can be accessed through this tab. | ✓ | ✓ |
| Marketplace Tab | A user can watch advertisements of either used or new goods posted by local vendors and connect with them here. | ✓ | ✓ |
| Friend Requests Tab | All the pending connection requests are found in this tab, user can choose which one to accept and which to reject. | ✓ | ✓ |
| Facebook Gaming Tab | Here the users can watch live streams of players playing video games. | ✓ | ✓ |
| Messages Tab | Private conversations can be accessed through this tab. | ✓ | ✗ |
| Profile Section Tab | All the personal information about the user's profile can be accessed and edited in this section. | ✓ | ✓ |
| Pages Tab | Information about followed pages and their latest posts are seen here. | ✓ | ✗ |
| More Options Tab | Additional options like pages, marketplace, friends, etc. can be accessed through this tab. | ✗ | ✓ |
| Saved Tab | All the saved or bookmarked posts can be accessed in this section. | ✓ | ✓ |
| Memories Tab | All the previously uploaded posts can be seen in this section. | ✓ | ✓ |
| Jobs Tab | Facebook allows users to post any Job openings in the Jobs sections, other users can access it from the same. | ✓ | ✓ |
| Settings Tab | Account settings can be accessed and edited in this section, including changing of passwords and usernames as well. | ✓ | ✓ |

Conclusion: The website and mobile interface of the Facebook platform are very much similar except for an obvious difference, that is the absence of Messages tab on mobile interface, it instead hosts a messenger button to open the conversations in the Messenger App.