

Project-3: TouchLab(TBD)

Jay Hiza: jjhiza@gmail.com | **Jon Lieblich:** jlieblich1@gmail.com | **Scott Lindley:** scottdlindley@gmail.com

November 19, 2016

Background:

Social Media has taken the world by storm. Over 2.4 billion people (and 78% of the US population) utilize social media in some way. Of that 2.4 billion, over 1.7 billion of those are active Facebook users, with 313 million actively using Twitter.
(<https://www.statista.com/topics/1164/social-networks/>)

Each of these providers bring something unique to the table, none of them provide users with an all-encompassing, all-immersive social media experience. Buzz feed has attempted to address this by providing a more fast-paced and “trending” experience, but preliminary data (<https://www.quantcast.com/buzzfeed.com#trafficCard>) indicates that they suffer from deep lulls in user activity. We aim to fill the void by creating a service that users can rely on for all of their social media needs, while retaining user interest.

Our primary focus is to keep users informed on the world’s most trending topics. According to a study at Pew Research Center, 62% of Americans get their news from social media. By tapping into trending stories on many of the biggest social networks, this application aims to provide a news feed funnel that can be enjoyed in a single immersive experience.

Goals:

- Create a social media aggregator, revolving around trending topics
- Retain an immersive and engaging user experience (ie. Don’t take them out of the app)
- Present potentially complex data in a clean and digestible format

Research Questions:

- How much functionality does the app need before we hand off to an outside service/source?
- How much information do users actually want in-app?
 - If something related to trending topics/news on Facebook is mentioned naturally: Do you feel that this is a useful addition to Facebook?
- Which sources are deserving of more robust features?
- What do other social media sites/apps do poorly?
 - Can we address and eliminate these shortcomings and gain competitive advantage over other - more established - services?

- Where are users getting their content from and why?
- What is our target market/audience?
- Is there a specific level of feature integration that are mandatory (eg. Likes, shares, retweets, up/down-votes, comments, etc)?
 - Where do we draw the line on feature-creep?

Methodology:

We will be conducting interviews over the weekend (11/19 and 11/20)

*Online Slack survey **IF** it is deemed necessary - not used for the same type of data as formal interviews (i.e. survey for what is/isn't used and interview for how everything is used)

Participants:

- Need to specify a target demographic here... I'm thinking of a few separate age brackets: 18-24, 25-35, and 36+... Each demo will use and want different things.
- Strong emphasis on younger demographic as they are significantly more likely to use social media in comparison to their more senior counterparts. Some participants may be middle-aged or older, however their opinions will not carry as much weight as those in the 18-34 (approx.) bracket

Schedule:

- Research plan creation and competitive analysis : 11/18 to 11/21
- Additional fields to be added as Project-3 unfolds

Script:

1. Tell me about your social media habits .
2. Which social media sites/apps do you prefer and why?
3. How many social media sites/apps do you use?
4. Which social media features to you use most and why?
5. How interested are you in trending social media topics and why?
6. Is there an aspect of social media that you dislike?
7. Is social media your primary source for news?
8. Why did you choose to join social media (eg. FB, Twitter, Reddit, etc)?
9. Can you summarize for me, what social media means to you?
10. If you could change social media in one way - big or small - what would that change be and why?