



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Define the purpose and niche of your social media platform.

Research the competition and identify gaps in the market that your platform can fill.

Create a detailed business plan that includes revenue models, monetization strategies, and funding requirements.

Hire a development team to build the platform. You'll need front-end developers for the user interface, back-end developers for server-side functionality, and database experts to manage user data.

Invest in user-friendly design and intuitive navigation. Consider user experience (UX) as a top priority.

Implement robust security measures to protect user data and privacy.

CREAT A SOCIAL MEDIA POST

Develop core features like user profiles, friend requests, messaging, newsfeeds, and content sharing.

Thoroughly test the platform to identify and fix bugs and usability issues. Beta testing with real users can be valuable.

Develop a marketing strategy to attract users. Utilize social media, influencer marketing, and other channels to promote your platform

Build a community management team to moderate content, handle user support, and enforce community guidelines.

When your platform is stable and user-friendly, launch it to the public. Consider a gradual rollout to manage initial user load.

Continuously gather user feedback and make improvements based on user needs and trends.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?