**Executive Summary**

Overview

myCircle is a social media platform built around the idea of bringing friends, both real-life and online closer together through shared interests.

The platform would have a traditional style friends list that the user would populate themselves, and with each addition, that new friend would get organized into whatever lists of common interest or “Circles” that the user and the new friend might share. If there are no matching shared interests, you would be able to find the users updates and posts in the “Full circle” list, where the user would see updates from all of their added friends.

The Problem

The problem I see that exists in current iterations of social media platforms, is that you go through life and collect many friends, whether its one-time meetings on nights out or long existing friendships dating all the way back to school. I’ve found myself probably caring about 6-7 of those friends, yet I have to sift through 100’s of peoples posts about things I don’t really care about, to maybe get to 1 or 2 posts that I do.

The Solution

When creating an account on myCircle, you will be presented with a variety of different interests, maybe things like: coding, anime, electronics, gaming or films.

These would then become your “Circles”, or essentially separate “Timelines” if you were talking in Facebook terms. If you posted something in your coding circle, only those on your friends list that have selected coding as an interest would see it, in their own coding circle of friends. It’s a great way to filter out the noise and possibly a chance to have conversations with people that you had no idea was into that kind of thing.

The Target Audience

Logo

Description automatically generatedAnybody that enjoys being social on the internet or sharing anything about what they might be interested in.

The Market/Competition

Facebook would be the closest competitor as it does offer something very similar, and it would only be a few, but very key features that would set myCircle aside.

Being an interest-based social media platform would require an interest-first approach to socialising. Giving users the ability to create their own custom circles with a select group of friends would allow them to build something that feels like their social media platform, and have less requirements for group chats in favour of private circles. Though group chats would be implemented, having that functionality built right into the main part of the feed would be what sets us aside from the competition.