

Social Media as a Service

Objectives

To create a platform which separates social media usage into two categories - casual and highly-engaged users.

Research Findings: Part 1

The Good:

- It's social
- It's ambiguous (everyone's on it)
- Buffer between direct human interaction

Research Findings: Part 2

The bad:

- It's not intra-personal
- It's for everyone, but not for anyone specific
- No feature filter (users are sandboxed into being THAT type of user)

Target Audience

- Those that actively use all of the various social media platforms we're targeting.
- People who use one or more platforms, multiple times a day.
- People who are spread thin across various platforms.
- People who feel obligated to stay on social media.

Features

Sources - FB, Twitter, Reddit, Instagram

Ranking/recommendation - posts are sorted by relevance to whomever the user is

Other key features:

- Accurate article summaries (SMMRY API)
- Cross-platform comparison to get more relevant results than one would find on any individual platform

Differentiators

Aggregation of everything (news, sources, language, etc)

- SMMRY w/ news articles
- Individual user records
- Habit-based recommendations

Constraints

- Time to resource allocation
- Scalability limited by finances

Misc

One of the main motivators is the ability to give everyone an equally loud “voice”.