**BluHex**

**Mission Statement**

Blu Hex : An extension to limit personal posts, replies, and foolishness on social media.

**Site Goals**

• To offer a fun and quirky way to keep your mouth shut on social media

• To offer a clean design that doesn’t overtake or distract from the original site

• To design an easy to use and pleasing to the eye extension

• To track the user’s location through the day with GPS

• To remind people to keep a sense of humor with a tongue-and-cheek attitude

**User Goals**

• Have a way to control the over use of posts and comments for themselves

• Have an easy way to lock their post and comment section while it may be tempting to create a post when it’s in their best interest not to

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**Core Features**

Settings:

• On/Off switch - Someone wanting to keep it simple and not have to think about posting

• Password - Keep the extension protected for the user

• Time of day - Easily set the time during the day that the user should focus more on work or to fit their sleep schedule

• Timer - The user can set a timer for the extension to shut off as another way to track the time during work

• GPS - Track the user’s phone location to keep tabs on their whereabouts

**Demographics**

**Similar Extensions**

Social Fixer is an extension exclusively for Facebook and plugs into your browser to improve the existing website. It offers features to filter the newsfeed by keyword or author. Hide sponsored posts, politics, or spoilers. Don’t show posts already read.

Shut Up is an extension that hides all comments, on any page. It will hide comments by default. It will remember where you turn on comments, and will show them the next time you visit that site.

Facebook itself has a setting the user can set to block certain people from commenting on their personal posts.

**User Demographics**

Age – 18-30

Sex – Male and female

Race – No specifics

Education – High school - College

Marital Status – Single

Income – $20,000 - $60,000

**Psychographics**

Unique distinguishing factors of the audience

**Webographics**

Access point – Home

Access Speed – High speed network

Frequency of Use – 3 - 10 hours a week

Time of Use – Mostly evenings into late night

Platform – Home desktop Mac or PC

Browser – Chrome

**Personas**

Persona 1:

Name: Joseph Byrd

Sex: Male

Age: 26

Ethnicity: Caucasian

Marital Status: No

Kids: No

College: Some

Occupation: Full time student and Bartender

Salary: $ 21,500

Location: St. Paul, MN

**Background:** Joseph is a hardworking individual. If he’s not at school or working on homework he is hard at work at a bar. The bar is near the apartment he lives in with two roommates. Joseph is in his second year of college and moved here from a smaller town of Kansas. He’s going to school for psychology and hopes to work as a social worker to help people. While he works long and late hours he comes home to use his computer to work on homework.

**Why Bluhex:** Joseph uses Bluhex on his computer to turn on during homework time. He doesn’t want to waste time on Facebook or Twitter by commenting on useless Facebook posts. What he likes about Bluhex is the ease of use mostly. He has it set to track his phone’s GPS but also listed the bar he works at as his workplace. That way when he goes out and drinks with his friends the app will automatically turn on for him, he doesn’t want to start and drunken arguments.

Persona 2:

Name: Robyn Webster

Sex: Female

Age: 29

Ethnicity: Hispanic

Marital Status: Yes

Kids: No

College: Associate’s Degree

Occupation: Retail Store Manager

Salary: $ 53,300

Location: Bloomington, MN

**Background:** Robyn has worked at Bath & Body works for 5 years. It started as a part-time job while going to school and she climbed to the Store Manager position. She enjoys running the store and always looks forward to the summers. Robyn likes to wind down from her day at work with a glass of wine and checking up with people on Facebook. She has very strong views on politics and has shared a number or articles and videos to her wall. While she enjoys it, it angers her husband and some of her employees. She’s been working on not getting too involved on her social media sites.

**Why Bluhex:** Robyn has started using the Bluhex extension on her browser. She enjoys that she can turn it on and leave it on. She also enjoys the way Bluhex covers the area needed to post, she says it’s her little reminder to keep quite. Her husband is very thankful and also enjoys the fact that he can easily turn it off when he needs to post something on his own.