

"SCROLL" - Pitch board

Introducing "Scroll", a cutting-edge social media prototype that reimagines how you connect with and consume content online. Goodbye to the clamor and hello to a personalized, thoughtful, and enjoyable social experience.

"Scroll" is a ground-breaking prototype that is poised to revolutionize how you interact with the world on social media. Next-generation adaptive algorithms, at the core of Scroll, curate your feed to match your interests, ensuring that you only view the content that is important to you. However, it's not just about what you see; our distinctive user interface offers a new, simple, and engaging experience that makes scrolling a pleasant journey. Engage in social interactions with upvotes and downvotes, threaded debates, and frictionless image sharing like never before. Scroll is more than just an app; it's a fresh way to interact with others, discover, and interact with the internet.

Comparative Websites



Personas



Kayla, 23

Seeking for a social network like Scroll to connect with like-minded people and help her find and engage with useful industry insights. She finds it simple to participate in fruitful debates and learn new information about her subject thanks to the threaded comments feature and friendly userbase!



George, 19

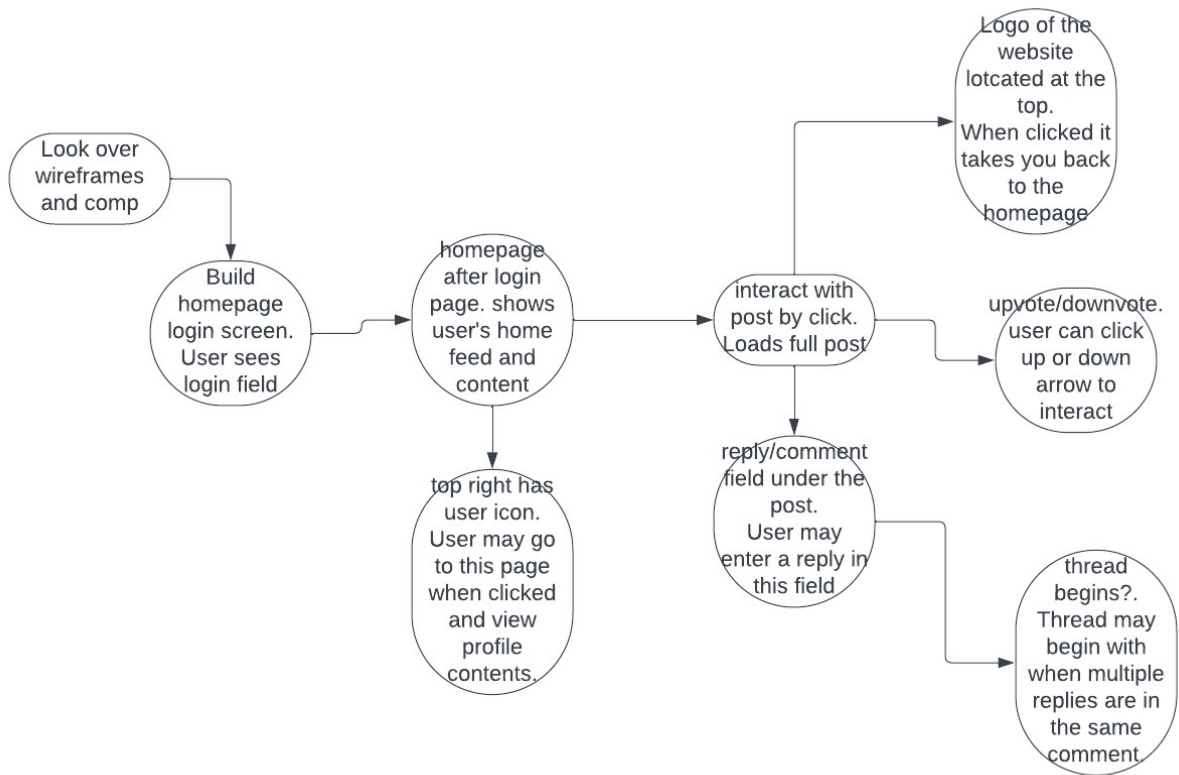
Art student and hobbyist seeking to share on the platform, connect with community members, find inspiration, and share critiques as well.



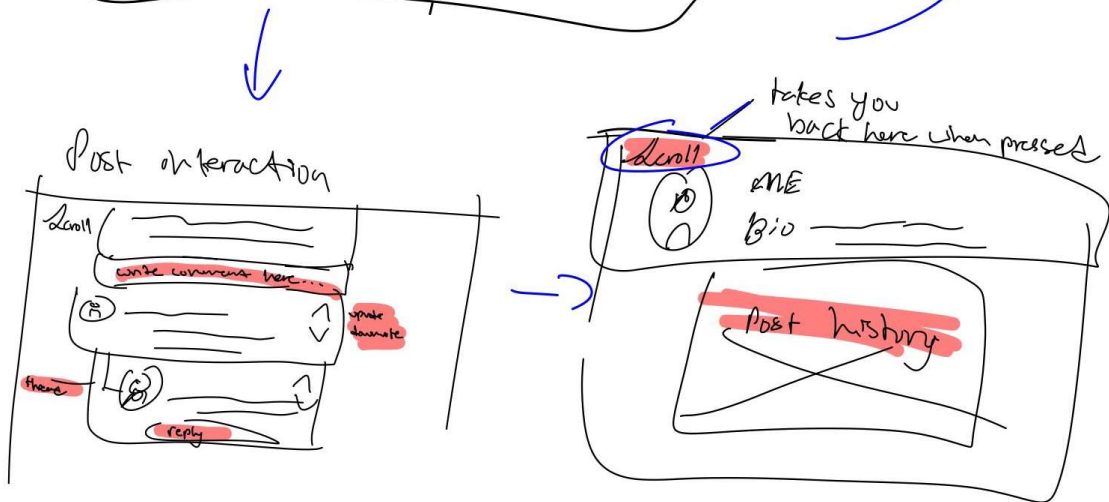
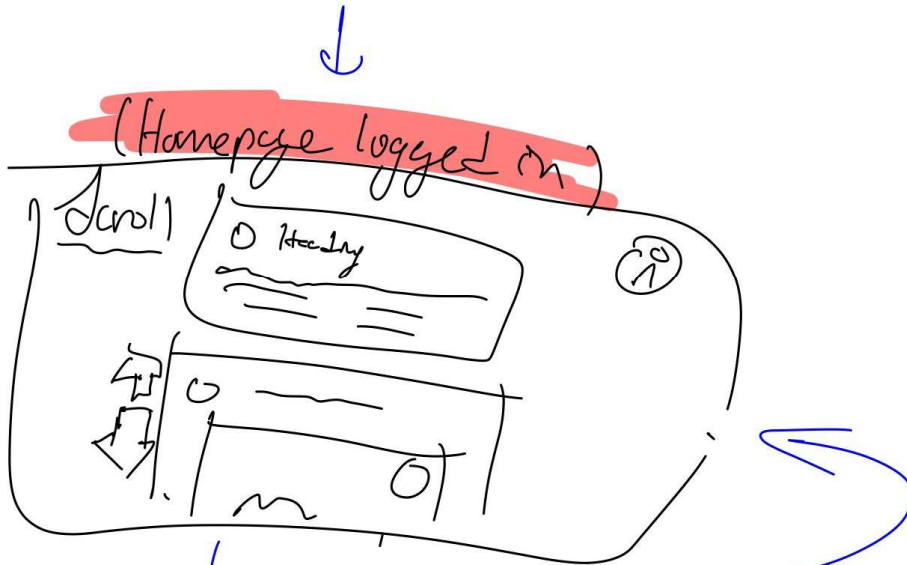
Kevin, 32

An investor who shares with the communities. Shares and receives help to those in the community and shows portfolio growth.

Shorthand Flow



Wireframes



Comps

