

### ***Intro Skit***

Person on their computer, close up on a chrome tab with many tabs of Facebook, Twitter and Instagram open.

"This is so frustrating! Look at all these tabs I have open JUST to keep up to date on all my social media needs! Not only is it time consuming, it's so very tiring having to switch between all these windows!

Well at least chrome is SUPER light on ram usage and my pc definitely isn't struggling to have more than 4 tabs open at once"

### ***Cut to shot of PC***

Clearly struggling with fans blazing "Yeah no I'm fine really"

### ***Cut to shot of Riley***

"Hi Im Riley,

Chief Innovation Officer here at SIFT, we'd like to spend a bit of time showing you the first release of our brand new online social media hub SIFT."

### ***Slides of images (graphs, tabs frustrated people)***

"Since 2012 the average amount of time spent on social media has risen from 90 minutes a day to 153 minutes a day. The world health organisation estimates the average person in 2020 will spend a total of 3,462,390 minutes on social media in their lifetime, that's a lot of time! But think about how much of that precious time is spent switching from one social media to the other. Navigating pages, logging in and out again, trying to guess the password you made in grade 7 over and over. It's all time consuming, adding up each and every day, costing YOU precious minutes. Wouldn't it be nice if there was an all in one alternative to this multi-tab headache."

### ***SIFT in capitals on screen***

Well you're in luck, that's where SIFT comes in!

### ***Cut back to Riley***

"SIFT" helps alleviate this issue by providing a one stop shop for your social media needs. Most users find 80% of the content on their Twitter or Facebook feeds irrelevant, ads or not something they are interested in looking at.

Personally I only read a few posts here and there and the rest are either people I'm uninterested in or pages I forgot to unlike.

If I want to specifically check in with a friend's twitter feed or a particular news source I have to manually search up the account I would like to see. We know that you already work hard enough every day, and shouldn't need to mentally drain yourself by having to sort through multiple friends pages to find the one you are after.

Allow us to make this stress a thing of the past"

### ***Cut to another version of Riley***

"That's cool and everything but what exactly is SIFT?"

### ***Back to Riley***

"I'm glad you asked! By the way you look really familiar are you from around here?"

***Cut to alternate Riley***

"I'm literally just you man, there wasn't anyone else available to be apart of this skit. But please tell me about SIFT"

***Cut to Riley***

"Okay okay you handsome bastard, SIFT allows the user to customise what content they see on their feeds and have control over the updates they care about from friends, family or news sources etc.

SIFT allows users to combine and consolidate feeds from their existing social media accounts, as well as manage contacts in their phone, in an all in one completely customizable experience . You are able to choose which friends from facebook and Instagram pages they would like to view and group these accounts in various "Feeds".

***Alternate Riley***

"Wow Riley that sounds amazing, please tell me more"

***Cut to Riley***

"No problem Riley,

The Feeds page is the heart of SIFT and this is where users will truly have the opportunity to make the program their own. Feeds are custom lists of updates and statuses that have been brought in from their respective platforms. By default the "main" Feed will be created and selectable from a dropdown arrow in the UI, this Feed will contain all the accounts and pages brought over.

From the Feeds screen users can also create custom feeds, this is where they can name the Feed, and then have complete control over what content appears in this feed for eg. a Feed called "family" and it only contains the Facebook, Twitter and Instagram of their close relatives. Or another Feed named "Cats and News" which only contains cat pages from instagram and news sources from Twitter.

***Alternate Riley***

"But don't services like this exist already? I've used a platform called Hootsuite that seems to be pretty similar to SIFT, how will it differ?"

***Back to Riley***

"Ah i'm glad you brought that up! Yes there are other services that offer this kind of social media merging technology and Hootsuite is a great example. We are different in our approach to layout and the simple usability of the program.

***Cut to the computer on hootsuite then flipped around to show a person shaking their head and then throwing up looking at the interface of hootsuite.***

"Services like Hootsuite have a confusing, unreliable and somewhat disgusting looking interface that make no sense to the user whatsoever. We also aim to integrate all of the content you wish to see into ONE feed, and then you can make as many feeds as you want all containing whatever you want to see in that feed"

***Cut back to Riley***

“Our approach really does make it simple and easy to understand. Everyone from computer nerds to average everyday joes will be able to instantly understand the simple yet elegant design.. The possibilities are really endless and it gives the user full control over the type of content they want to see. Rather than the social media pandering to you, you control the social media, you control what you SIFT through.

Reference:

<https://www.broadbandsearch.net/blog/average-daily-time-on-social-media#post-navigation-0>