**Motivation**

With billions of people over the world using social media, and millions of different applications available. Its easy to find your device cluttered with various applications, many for social media showing you all kinds of stuff you are not really interested in. *SIFT* alleviates that problem, saving you time by being the one-stop-shop platform for your main social media feeds and giving you complete control of what and who you see. *SIFT* is motivated by saving their user time by showing them what they want to see, and when they want to see it.