**How would you improve Facebook mobile application home page? Pls note that you think exhaustively and list down the user problems, and how would you solve those via effective design.**

Let’s Sketch:

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| **FACEBOOK 1.0** | **FACEBOOK 2.0** |
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| * Facebook buttons. Those brightly colored, attention-grabbing rectangles promising connection, entertainment, marketplace, notification, gallery, and...well, a whole lot of confusion. | * Reducing the complexity by 33% by **incorporating few buttons** with similar functionality into one, making navigation smoother like knife through butter. |
| * If all buttons were at the top, users would have to do more finger gymnastics than a yoga class just to reach them! | * This ensures **easy access and navigation** for users, promoting a user-friendly experience. |
| * Some people like Instagram’s Ui, Some are fascinated by that of X and some by facebook too. | * Imagine a **home page so customizable**, it's like rearranging furniture in a Sims game, but instead of a virtual living room, it's your X, Instagram, and LinkedIn feeds! |
| * “Write something option” is just an extra bait after the fish has been caught. | * Who needs a "Write Something Here" option when you can just **toss your thoughts into a “+”** |
| * The story section just lies in between neither to big to understand and also takes a lot of space and distraction | * Let's make the **story section either big enough** to see it all or just show the person who posted it |
| * When you're in Tamil Nadu, the content speaks Tamil louder than your English input | * Making the algorithm to give **language based post recommendation** |
| * The **"People You May Know" section is very plain** and seems to be fishy even if I know the person. | * The "People You May Know" section is about as creative as a sandwich without the bread – it's time to add some spice and make it more exciting! |
| * Facebook's biggest problem is serving up posts as random as a shuffle button on a broken jukebox! | * To revolutionize the newsfeed experience, harness the power of **generative AI to serve up personalized post recommendations.** |
| * Post restrictions are about as effective as trying to catch a greased pig in a muddy field - they just slip right through! | * Sprinkle some **hashtag magic and keyword** into the mix to turn those slippery posts into well-behaved puppies! |
| * Facebook's privacy assurances are about as reassuring as a leaky umbrella in a thunderstorm - you're still gonna get soaked! | * Enhance **Facebook's privacy** like putting your data in a digital safe guarded by a T-Rex, (*end-to-end encryption for messages, offer more transparent control over data sharing settings, and provide regular audits by independent third-party organizations*) |
| * Facebook's current feed setup feels as uninspired as serving the same old leftovers for dinner every night | * Spice things up by giving users the power to customize their feeds like a buffet, where they can **pick and choose their favorite topics, interests, or moods, making a rich experience** |

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