

# DEFINE PROBLEM/ PROBLEM UNDERSTANDING FOR FACEBOOK

## **1.Business Problem:**

Users have diverse expectations regarding how they connect with their friends and families. Some may prefer real-time interactions, while others may seek more personalized and asynchronous modes of communication. The landscape of global communication is evolving, with emerging technologies, cultural differences, and varying connectivity infrastructures. Facebook needs to adapt its services to stay relevant in this dynamic environment.

Ensuring that the services provided are user-friendly, accessible, and flexible to accommodate different communication preferences and cultural nuances is crucial for maintaining a positive user experience.

## **2.Business Requirements:**

A FACEBOOK project can have a variety of business requirements, depending on the specific goals and objectives of the project. Some potential requirements may include:

- **Accurate and up-to-date information:** The project should use the most recent and reliable information to connect and search friends and family, in order to ensure that the information is accurate and relevant to end user requirements
- **Flexibility:** The FACEBOOK system should be flexible and able to adapt to end user requirements in searching their near ones in an accurate way.
- **Compliance:** The project should comply with all relevant laws and regulations.
- **User-friendly interface:** The FACEBOOK system should be easy to use and understand for end user actions in an efficient manner.

## **3.Literature Survey:**

Studies reveal varying user engagement metrics, with Facebook leading in time spent, while other platforms focus on specific niche experiences. Comparative research indicates differences in privacy features, with Facebook often facing scrutiny, while privacy-centric platforms gain traction. Facebook's ad-driven revenue model differs from subscription-based alternatives, impacting user experience and content visibility.

Comparative analyses reveal innovation cycles, with Facebook frequently introducing new features, while other platforms emphasize stability.

#### **4.Social Or Business Impact:**

- Social Impact: - Improved end user Interface By providing accurate and up-to-date information about friends suggestion to connect with them, a FACEBOOK project can help end user to make more informed decisions, like suggesting friends belong to them or not, leading to improved UI.
- Business Impact: By providing information about friends and family around the globe in different ways, A FACEBOOK project can assist end users in the accepting and rejecting of new notifications if in case the friends/family does not belong to them.