



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The main features of social media apps comprise like and share options

Media,Sharing,profile/
page following,private group chat.

video calls,
push notification
and more

Most social media apps users love sharing content with their friends and network

It is one of the best featuers of a social madia app that enables communication between people

Lets users feel connected, even when they are far away from each ther



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Main characterics of new media

IGITAL

INTERACTIVITY

HYPERTEXTUAL

GLOBEL NETWORKS

VIRTUAL WORLDS



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?