

FbProfiler



With the view of an eagle, finds your friends compatible with you.

1. Project title

FbProfiler



2. Team



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3. The problem

Nowadays, a life without Internet connection is tends to be impossible. Everyone of us sends messages at every minute from a day through the Internet. The majority of these messages are part of communication with our friends or people that have common interest with us.



Facebook is the most used social-media network which facilitates the keeping in touch with people we met in our lives. Unfortunately, most of the persons who became our friends on Facebook do not have the same interests that we have. Often, they fill our timeline with things that have no importance to us. But sometimes these things may get us annoyed and that could be a problem.



We would like to open Facebook and do not see those posts that are not consistent to our desires. Sometimes we want to avoid certain public issues that some people do much commotion on Facebook. We want to follow our routine without having a timeline bombarded with such posts.



4. Our Solution

FbProfiler is an app that could help you to organize your timeline. Based on information from your timeline it can identifies the friend whose posts annoy you and makes some recomendation about unfollowing or deleting the friend.

From another point of view, our application will also give you an insight about some of your friends, this way you will know a little bit more about them and will know which of them is compatible with your ideas.



5. Customer segment

Our application targets social media users, especially those with multiple accounts and too many friends, because their news page is filled with a lot of information and in these cases, the need for sorting and filtering information may arise.

6. Competition

Facebook has multiple internal applications which analyze your news feed, but they probably gather your data and use it for marketing reasons.

7. Your advantage over the competition

FbProfiler is a solution which guarantees that processing your data is safe and being an external app it doesn't save or sell your data... and furthermore, we think to develop the idea into an application that unifies all social network accounts.

8. Key metrics

We will guide our business growth following the evolution of these metrics:

Number of active users

Number of HTTP Requests

Unique visitor traffic

Revenue Run Rate

As you start to grow your business (develop a working product, gain customers and execute on your plan), you need to start measuring how your business is scaling. Your revenue run rate measures how sales are developing over time. It helps you see how likely you are to hit your forecasts, captures directional trends, picks up patterns (e.g. seasonality), and can tease out potential problems with your pricing strategy. [See more...](#)

9. Cost structure

Our startup has only fixed costs:

Salaries for employees

Servers, Domain Name, Electricity

Laptops and other items for office

10. Revenue streams

Till our service will become fully grown with multiple positive reviews and after several sessions of feedback implementation from beta users, we will rely on an initial investment. After we will prove the value of our service to the end user, the main revenue will probably be provided by a monthly subscription from the end users or may come from advertisements specially created by us, less aggressive than those usually appearing on Facebook.

1. Problem identification

This idea has come from the need to be informed of everything we care about without losing time by scrolling through unnecessary posts, especially when we are social network users and have over a thousand friends.

2. A solution for the problem

We believe that a solution to this problem could be an application that scans the posts from our friends and based on that give back some recommendations about keeping or not the persons in our list. For these recommendations it will be necessary to enter some key words for determinating which topics you are trying to avoid. Another function of this application could be to classify the friends based on their posts.

3. The plan for customer discovery

Because we talk about a complementary application for Facebook, in this case the customers must be Facebook users. Of course, they must be dissatisfied about the content of their news page and they must think that a solution could be an app like our.

We have thought that a good questionnaire can tell us about the existence of potential clients that fit the description above.

4. Describing the process

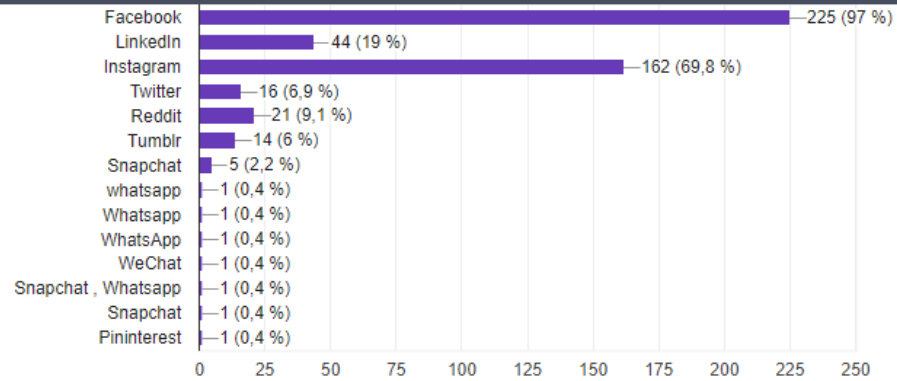
We made a study on a sample of more than 200 people and to the question: "On a scale of 1 to 5, how useful do you think is the daily content displayed on a news feed in a social network?", 78% of people gave ratings less than or equal to 3 and only 4.7% gave the maximum as is shown in the chart below.

On the other hand, the question "What do you think is the biggest inconvenience in using social networks?" many respondents answered: the loss of time. Some of the many answers are related to the dependence on social networking because of the content flow and distraction with topics other than what they are looking for.

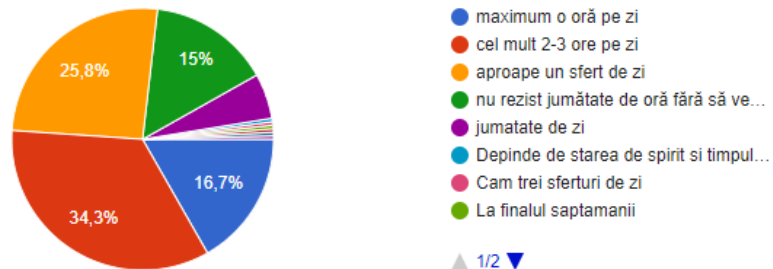
Other opinions are listed below.

We shared the questionnaire to our Facebook profiles and also we distributed the form to Facebook groups, regardless of the interests of the groups. We received about 230 responses and you can find our questionnaire and its responses below:

Ce aplicații de socializare folosești? 232 de răspunsuri



Cât de mult utilizați aceste aplicații? 233 de răspunsuri



Care crezi ca e cel mai mare inconvenient în folosirea lor?160 de răspunsuri

Pierderea timpului/Pierderea de timp, primesc continut care nu ma interesează/Timp pierdut dand scroll/Pierderea timpului in detrimentul odihnei/Acapareaza atentia si pierdem foarte mult timp/Pierdem prea mult timp utilizându-le în loc sa facem ceva mai util/Timpul pierdut/Pierderea timpului pe care l-as putea folosi in alte scopuri mai importante(46)

Dependenta/Dependența de a nu putea trăi fără a fi mereu "conectat" la ele/Sunt droguri/Te fac dependent/Dependenta de a "verifica" in permanenta telefonul(23)

Reclamele/Reclame agresive/Au început sa îmi apară în newsfeed foarte multe reclame/Reclame, informatii irelevante/Numărul mare de reclame(6)

Au acces la datele personale/Prelucrarea datelor persoanele/Îți folosesc datele personale in scopuri incerte(4)

Obolesc ochii

Algoritmul de sortare a continutului afisat/Algoritmul de afisare a post-arilor/Sistemul prin care sunt recomandate postari arată multe articole neinteresante pt mine(3)

Ajungi sa petreci mai mult timp pe retele, si uiti sa socializezi in persoana

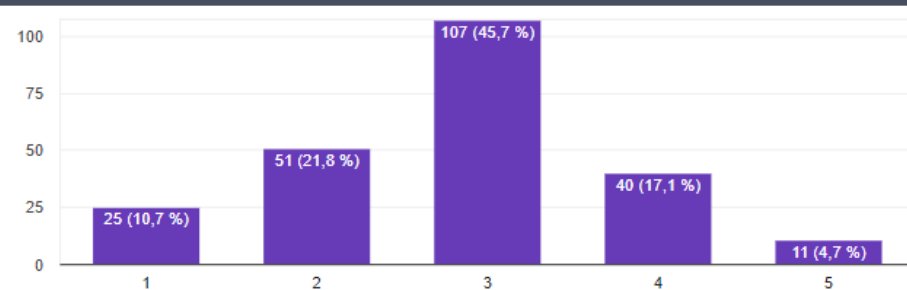
Consuma bateria telefonului/Consuma net și baterie(2)

Niciunul/Nu stiu(4)

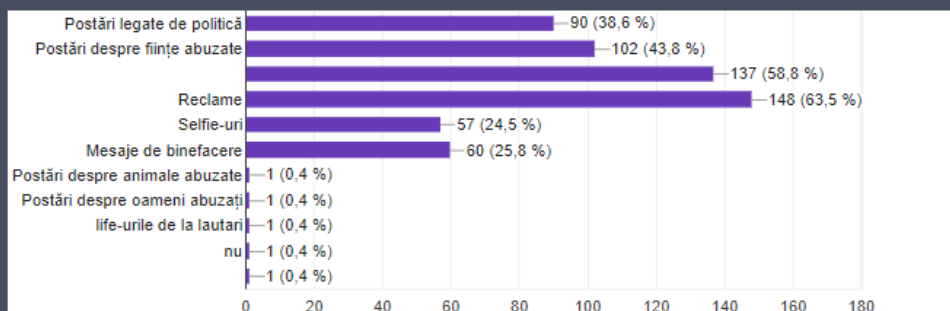
Diminueaza interactiunea directa dintre noi

Cel mai mare inconvenient este faptul ca ne expunem "viata "pe o platforma in loc sa o traim. Consider ca majoritatea dintre noi expun o viata falsa pe site-urile de socializare si nu realitatea traita .Un zambet dintr-un selfie poate ascunde o zi posomorata si asa mai departe .Cu ajutorul acestor platforme creem o lume ireala

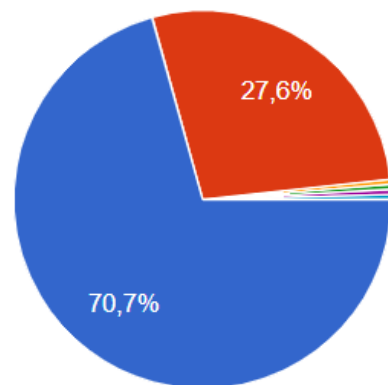
Pe o scară de la 1 la 5 cât de util credeți că este conținutul afișat în pagina de noutăți în fiecare zi? 234 de răspunsuri



Există postări care nu te interesează sau care te indispun des? 233 de răspunsuri



Ar fi util pentru organizarea paginii de noutăți dacă ai cunoaște lista persoanelor care postează lucruri neinteresante sau deranjante pentru tine? 232 de răspunsuri



- Da
- Nu
- nu prea vad rostul acestei variante de raspuns
- nu, ca nu am am aceasta "pagina de noutati". Am ales varianta prin care ma anunta cand un prieten mai apr...
- Nu cred. Cred ca ai trai într-o bula, izolat, nu ai rezolva nimic decât sa t...
- poate :)

5. How these insights have affected our product?

These answers make us to think more about the future roll of our app.

Now, we need to define our application as a cronological sorting application that generally eliminates unnecessary content / spam / aggressive advertisements without isolating the user from important news, and alerting him/her when using the socializing application too much.

Furthermore, people tends to say there are already a lot of apps so we think to make an application which unify all social networking applications.

However, a more intense analysis will be needed so we know what we can offer faster and which will be the way to develop the product.

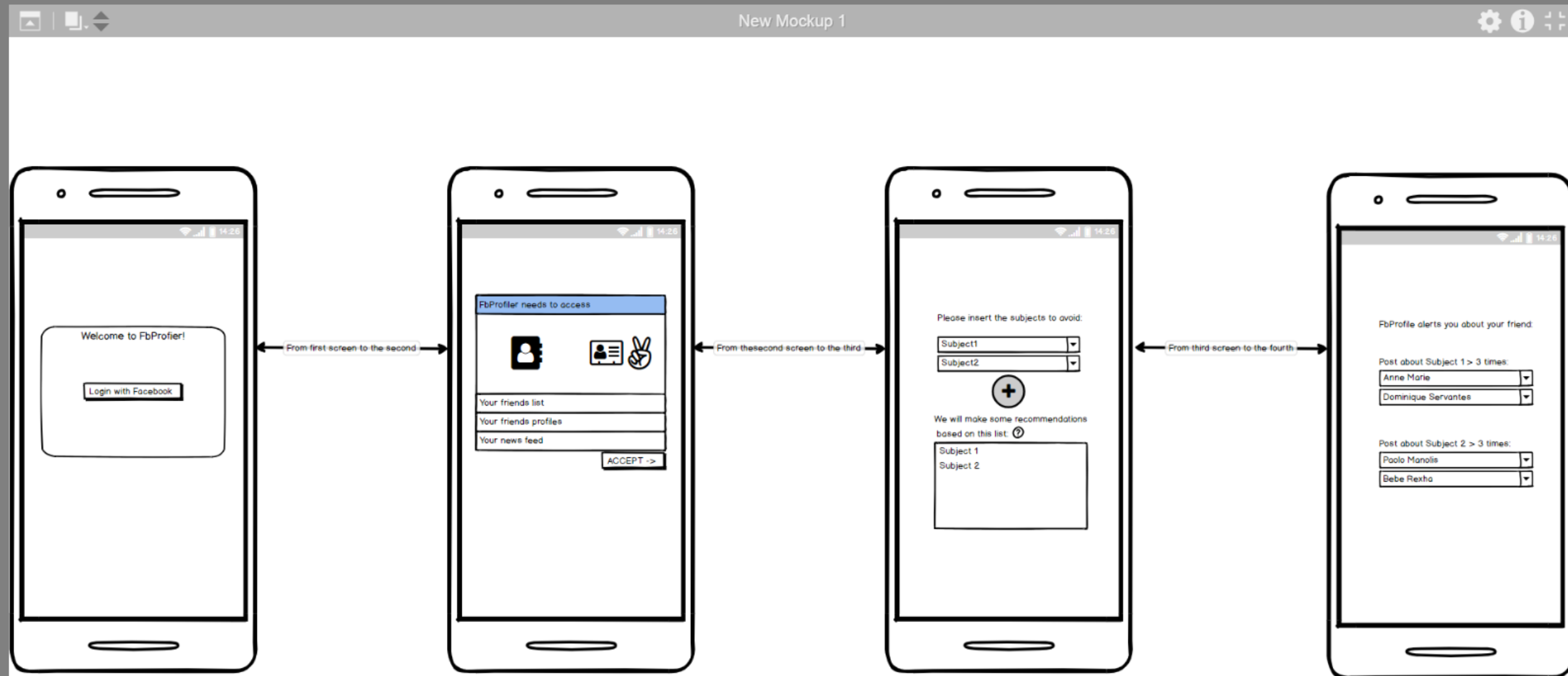
6. Are we ready to move to the Customer Validation stage (to test selling)?

We consider we are ready for the next step, because now we know better what are the customers needs/desires and we have a lot of information about what should do our app and what shouldn't.

Wireframe

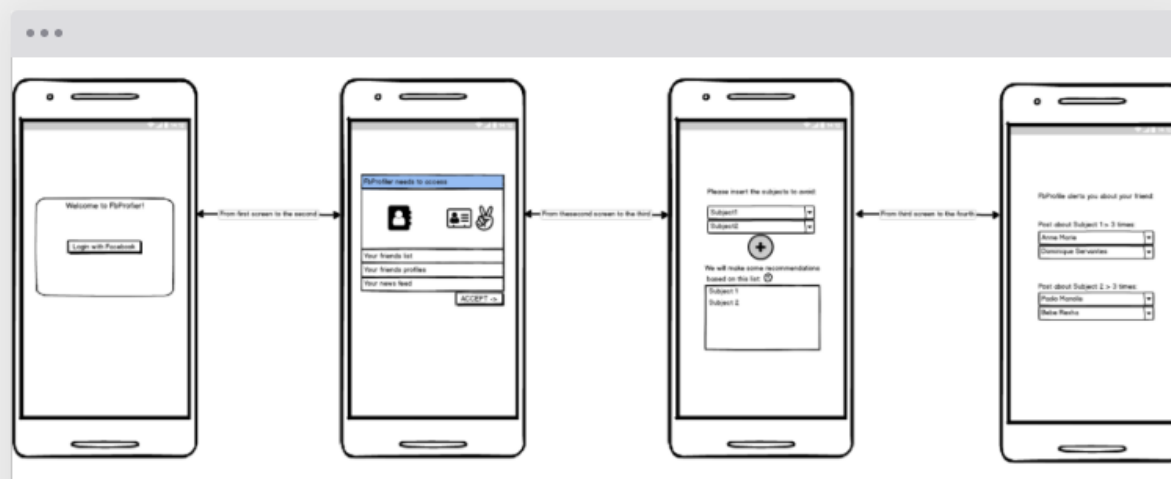
The structure of our app:

New Mockup 1



FACEBOOK PROFILER!

Organize your facebook feed depending on your preferences

[SUBSCRIBE](#)[FIND OUT MORE](#)

WIREFRAME

Our Application will be responsive and mobile friendly. As you can see in this mock-up it will be very easy to use.

1. The 3 interviews with potential users (from our main targeted customer segment)

Mihnea, 25 ani, folosește Facebook de aproape 9 ani

Wellness Coach

-Bună, ai conturi pe rețele de socializare? -Bună, am doar pe Facebook și pe Instagram, însă în ultima vreme am folosit mai mult Instagram pentru că mă ajută cu business-ul meu; contul de Facebook îl folosesc mai mult pentru a vorbi cu persoanele apropiate. -Ai mulți prieteni/followeri? -În jur de 2000. -Ce părere ai de postările care îți apar în news feed, având în vedere că ai foarte mulți prieteni în listă? -Sunt total indiferent la postări, mă opresc doar la clipurile care mi se par amuzante sau la cele motivaționale sau care arata ceva inedit în rest nu mă interesează nimic.

Moni, 25 ani, folosește Facebook de aproape 12 ani

Visual Manager

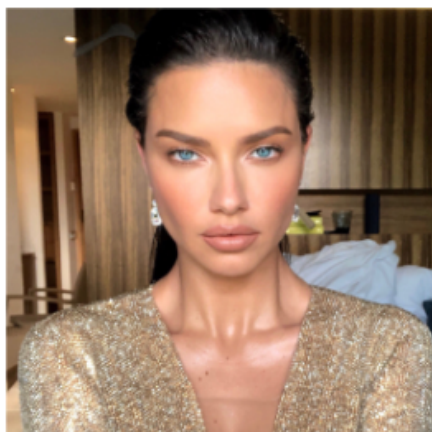
-Bună, folosești Facebook? -De peste 10 ani. -Ai mulți prieteni în listă? -Cred că în jur de 1600. -Și vorbești cu toți? -Doar cu persoanele care-mi sunt prietene și în viața reală în rest mai sunt cunoștințe sau oameni pe care nu îi cunosc și nu am vorbit niciodată. -Ai nemulțumiri sau chestii care te enervează? -Nu-mi place că-mi apar în pagina de noutăți postările la care dau prietenii mei like, prefer să văd doar ce postează. -Ce-ți place să faci în timpul liber? -Să mă plimb, să fac poze, să citesc.

Ana Maria, 22 ani, folosește Facebook de aproape 8 ani

Studentă, Model

-Bună, folosești Facebook intents? -Postez în fiecare zi cel puțin o dată pe Facebook și pe Instagram. -Cu ce te ocupi? -Sunt studentă la ASE și în plus particip la promovarea unor produse cosmeice sau haine. -Conturile de pe rețelele de socializare te ajută în ceea ce faci? -Bineînțeles, însă recunosc că o mare parte din timpul meu liber o petrec tot pe telefon pentru că-mi place să fiu informată despre ceea ce se petrece în jurul meu și să cunosc oameni noi cu ajutorul lor. Uneori am impresia că pierd timp în care aș putea să fac ceva mai util, dar revin la același obicei.

2. A user persona (or the main user persona in case of targeting multiple customer segments)



"Beauty is power; a smile is its sword" John Ray

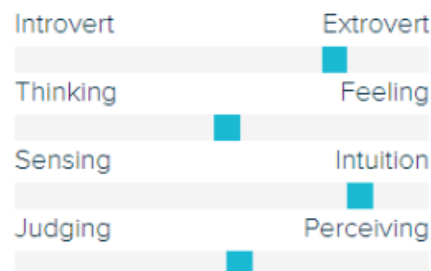
Age: 22

Work: Model

Location: Bucharest

Character: Female

Personality



Goals

She wants to be a supermodel, travel a lot and buy her home in a great city.

Frustrations

- She wants to spend more time with her friends and family.
- She is dependent on accounts on social networks.
- She thinks she spends too much time on smartphone, due to social apps.
- She is disturbed by many unknown people who do not have the same interests as her.

Bio

Maria never thought about being a model, although she had won many beauty pageants in elementary school. However, a friend at school who wanted to enter a modeling contest and did not want to enter alone, so Maria entered with her. Both sent in pictures, and the contest sponsor soon asked Maria to come out for the competition. Soon after, at the age of 15, she entered and finished in first place in "Supermodel" by Cătălin Botezatu tv show.

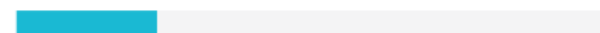
Now she has a lot friends on social networks and many followers.

Motivation

Fashion



Trends



Brands



Wellness



Social



Brands & Influencers



3. User stories, use cases and user flows

While conducting some interviews we come up with a persona for our targeted client:

- Demographics:
 - Age: 18 - 35
 - Gender: F/M
 - Location: Romania
- Behaviour:
 - Uses social media
 - Gathers lots of information on Social media - events, conferences etc.
 - Always on the move
 - Involved in many activities
 - In touch with technology
- Needs
 - Time is a limited resource.
 - Something to better organise
 - Not to lose too much time on-line
 - Statistics about it's interests
- Problems
 - Lose much time on on-line platforms
 - Flooded with useless information online

4. Update our wireframes to reflect the findings uncovered by this milestone

After the interviews resulted that our client segment is made up of very popular people, maybe we should think of a particular type of application for famous people.

[Go to landing page](#)

Application Features

Remove those annoying posts. Keep what interests you.



Multiplatform

Use on laptop browser or even your phone.



Productivity

Be more productive on Facebook. See only what interests you



Easy to use

Intuitive interface and settings. No technical skills required to use.



Keep only what you like

Filter out uninteresting content.



Search Through your friends interests

Find people with same interests as you



Statistics

See statistics about your friends. Create a profile about their posts.

What People Says



"There is too much useless information on Facebook. Useless posts that are not interesting. I would love a good solution to filter them out."

— Mihai Andreescu



"I would love a solution to see statistics about my friends. With over 1500 friends on Facebook is hard to find who really share your interests"

— George Sorescu



"The idea behind this app is remarkable. Something like this has become priceles in this era."

— Alin Mihaiescu

Subscribe here to be notified when the app is available.

Full Name

Email

SEND

to remaining page

M6 - Market Research

M7 - MVP

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Comunitățile dvs.



Hashtaguri



- #futurism
- #education
- #innovation

Afișați mai multe

Descoperiți mai mult

371 de aprecieri · 40 de comentarii



ASML

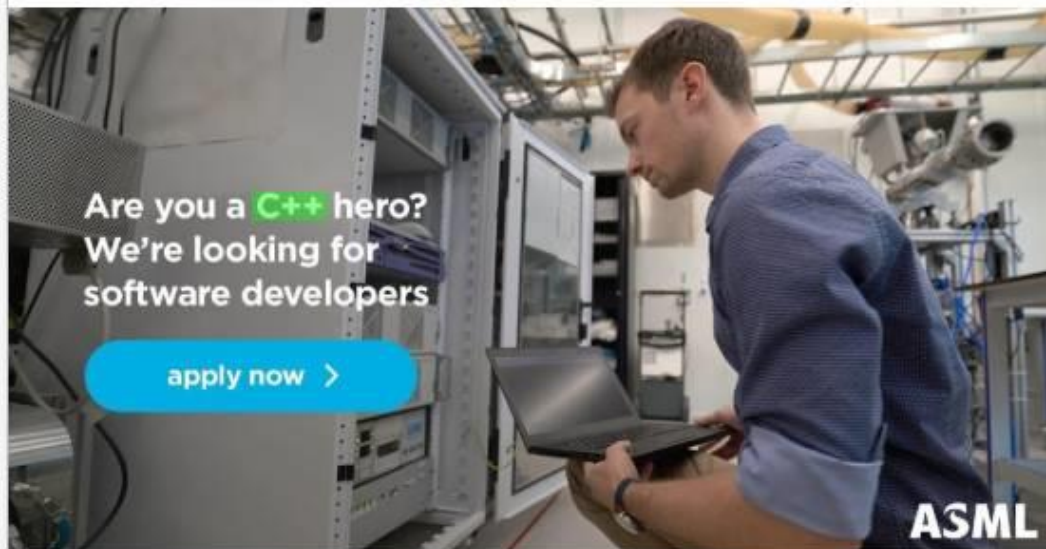
ASML
130.773 de adepți
Promovat

Post analysis: ok
Score: 77%
Priority: High

+ Urmăriți



Imagine working on **robotics**, image processing, complex **algorithms**, GUI and application **software**; together with an extremely talented team. All this in order to build the world's leading chip-making lithography machines. ... vizualizați mai multe

Software Engineering at ASML
workingatasml.com

12 aprecieri · 1 comentariu



Deoarece urmăriți pe #education

Promovat

Suppliers' invoices
wflowEASYAP-Accounts Payable
Workflow. Pay per invoice
without setup costs.
Demo?

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Billing hosted
BSS/OSSVcare Platform Prepaid,
Postpaid billing, IOT, 24x7
support, mature system

Aflați mai multe

Despre LinkedIn

Centrul de asistență

Confidențialitate și termeni

Publicitate

Servicii Business

Obțineți aplicația LinkedIn

Mai multe

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Custom
remove
topics



Caută



Dan

Acasă

Creează



Dan Avram



- Noutăți
- Messenger
- Watch
- Marketplace

Scurtături



- SNC 2018-2020
- Materie ACIS 2018...
- PL 1 Căp. 3.47M
- E-216.0
- Compania a 10-a

Vezi mai mult...



Explorează

- Pagini
- Grupuri
- Evenimente
- Străneri de fonduri
- Oferte

Vezi mai mult...

Creează o postare



La ce te gândești, Dan?



Foto/Video



Etichetează ...



Stare/Activitate



Victor Murel ▶ Cursu Elena Avram

4 ore · 124

La multi ani !!!

Îmi place

Comentează

Distribuie



Scrie un comentariu...



Lui Andrei Eduard, lui Lupa Iustina și lui Aureli Iordan le place Booking.com. ...



Booking.com

Sponsorizat

Need a holiday? Take your pick from over 28 million listings across homes, apartments and other unique accommodations. Don't miss out – book now.



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Stories

Arhivă · Setări



Adaugă în povestea ta

Distribuie o fotografie, un clip video sau scrie ceva

Cereri de prietenie

Vezi toate cererile



Paul Scurtu

Confirmă prietenia

Grupuri sugerate

Vezi tot



ZĂPĂCIȚI ȘI ZĂPĂCITE 🤔🤔🤔
1.836 de membri

+ Înscrie-te



Esti din UMF daca...
41.558 de membri

+ Înscrie-te

Sponsorizat

Creează o reclamă

- Iulian Comanescu
- Alex Iulian
- Daniel Juc
- Stefan Tancanu
- Sabina Calbavici
- Marius Sima
- Mica Rostea
- Dragos Olteanu
- Alexandru Lica
- Gheorghe Iulia Adelina
- Miha Florin
- Adelina Florina
- Alex Pop
- Andreea Nicolae
- Mariano Moro

CONVERSAȚII DE GRUP

- ACIS 2018
- Paul Iulian, Iulian, a...
- Revelați
- Revelați

MAI MULTE CONTACTE (33)

Caută



Îmi place · Răspunde · 2săpt

↳ 8 răspunsuri

Vezi mai multe comentarii

2 din 570



Klaus Iohannis

Political figure

...

19 decembrie 2018 la 14:34 · 🌐

Ordonanța de urgență prin care Guvernul introduce noi taxe aruncă economia în haos. **Guvernul** pesedist nu știe ce face, nu are bani și inventează tot felul de impozite, deși inițial a spus că exclude o astfel de variantă. Au găsit acum un nou concept, taxa din lăcomie - din lăcomia pesediștilor pentru bani mai mulți. Această **Ordonanță** e un motiv serios de îngrijorare pentru că le va face tuturor românilor viața considerabil mai scumpă. Vom plăti cu toții mai mult pentru curent și gaz. Fac apel la **Guvern** să pună în **dezbateri** această **Ordonanță** și să revină cu o formă sustenabilă.



Firmilian Talpan, Robert Simion și alți 11 K

786 comentarii · 1.486 distribuiri



Îmi place



Comentează

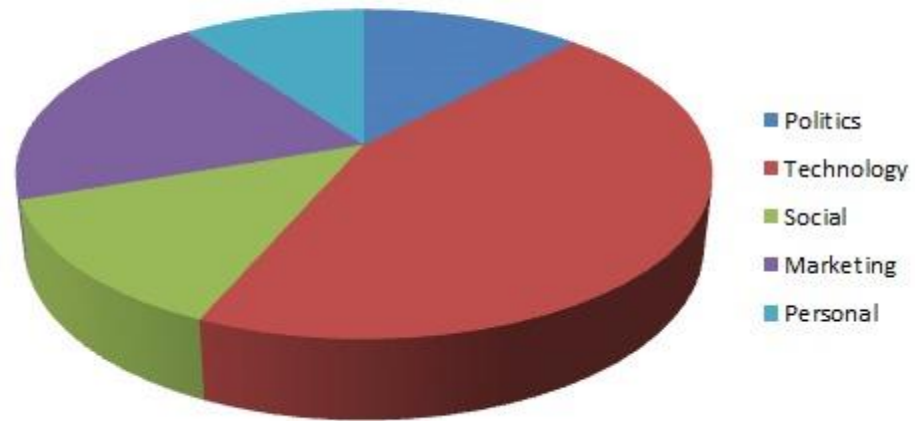


Distribuie

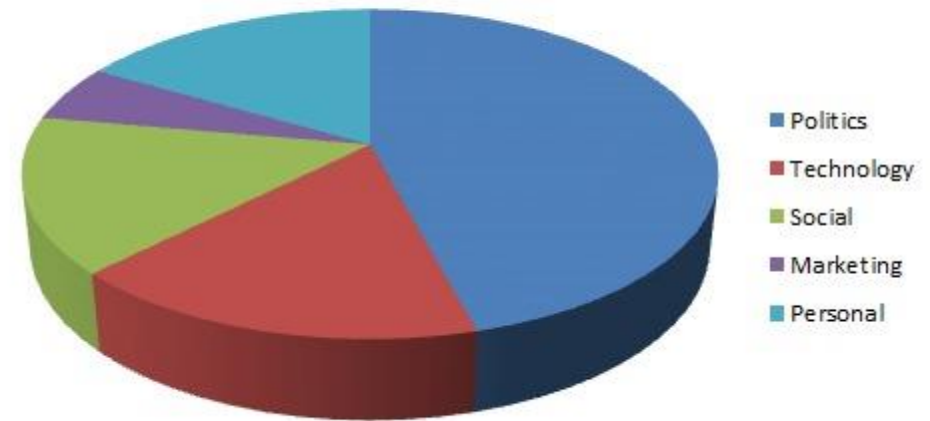
Cele mai relevante ▾

Category: politics => not showing

Mihai Alexandru



George Ciobanu



Muṭumim!