

adoor /adore/

Curie Yoo <2016-19979> curieyoo@snu.ac.kr
JaeWon Kim <2014-17831> slove0318@snu.ac.kr
Jina Park <2015-17261> koyrkr@snu.ac.kr
Jinsun Goo <2015-13796> gjinsun96@gmail.com



*Our service, **adoor** is a social media platform optimal for building intimacy.*



<Background>

The Demand for a New Form of Social Media

As of mid 2019, four out of the five top social networks and messaging services worldwide are owned by a single Tech Giant, namely *Facebook*. Yet, 'networking' such services provide, may not be as effective as they seem or should be. According to a survey on social media usage conducted by Open Survey (2020), the rate of using major social networking platforms to consume media contents has steadily increased, while that to interact with friends and acquaintances has continued to decrease to less than 30%. Even worse is the fact that interactions are also quite limited in terms of diversity; on Instagram, for example, an overwhelming number of posts frequently viewed or shared are related to 'tourism', 'daily life', and 'fashion/clothing/commercialization'.

“Town Square” vs. “Chill House Party” Models of Social Media

In the article "A Software Engineer's Advice for Saving Social Media? Keep It Small" by Meg Miller, the author delivers an interesting suggestion on how services should be designed in a way that prioritizes social relationships. Miller quotes Darius Kazemi, a renowned Internet artist who runs a small social media site, *Friend Camp*; Kazemi refers to *Facebook* as the "digital equivalent of a town square," and advocates for sites that are more like "a chill house party with a considered guest list". The key, he emphasizes, is keeping the social network small so that it can serve specifically for the needs of the community - in ways that social networks with millions of users never could.

Revisiting the Old Social Media Platforms

We know for a fact that there is a demand for social media somewhat different from Facebook or Instagram, the ones currently dominating the culture of social media; in fact, Cyworld, a private social media for close relationships, was 'the' social media platform for several years. Since the current model of "town square" social media gained popularity, people have constantly been reminiscing their very own 'cyber world'. People have been turning to Blogs, Finstagram accounts and various other alternatives for their very own 'chill house parties'. The needs of the many Cyworld users and the troubles current social media users are facing are not gone, but unmet.

<Problem Statement>

Implementing a prompt-driven social media platform for closer relationships where users can connect with the people they truly care about.

<Target Customers>

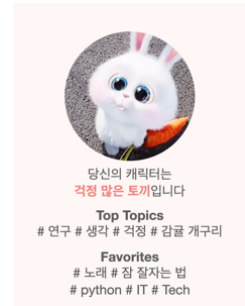
1. Anyone that is looking to build strong, close, and caring relationships with friends.
2. Anyone that has a need for a social media platform where they can feel secure and cared for.
3. Anyone that wants to learn more about themselves and their friends - whether it be about their values, habits, or favorite flavors of popcorn.

<Features>

The key features and concepts of our system designed can be summarized as follows:

1. Prompt-Driven

- Before signing up, users will be asked to take a personality test, from which the initial *topic profile* (i.e. topics of user's interests) will be determined.
- Users will be given a group of *Daily Knocks* which constitutes individually curated group of questions based on their ML-driven *topic profile* (e.g. User who likes 'travel' → "Where do you most want to visit?" and "Who do you want to travel with?") on top of general questions for all users (e.g. "What's in your fridge?" and "What's the craziest thing you've done for love?")
- [ML Feature] Results of data analysis of user activities (i.e. topic modeling of user writings) will be reflected in individual *topic profiles*.



2. Intimate, Secure Environment

- *Friend requests* can be sent via invitation links only; no list of suggested friends will be provided.
- On top of the usual 'likes' and comments, users will be able to write *private comments* to their friends, and the number of 'likes' will only be visible to the author.
- Any profit will be from premium subscriptions - no ads, no click baits, no data infringement.
- [Optional] Users can create multiple *Friend Groups* based on the context or distance of each relationship, and choose specific Friend Groups as the audiences of individual posts.
- [Optional] User can choose to write temporary posts that will be archived after certain time.

3. Active Communication

- To reach out to a friend, users can *post* (i.e. send) their *Knocks* with one click.
- [Optional] Users receive Knocks involving friends (e.g. "When is the last time you visited a bar with ____?" "You received a sudden call from ____ in the Year 2050. Why did he/she call you?")
- [Optional] To emphasize that user profile pages are essentially online 'rooms' for friends to visit, the pages will be given a blog format where users can organize their writings into desired groups.

<Competitive Analysis>

	Close Friends Only	Light Conversations	Organized Writing	Daily Prompts	Prompts About Friends	Send Prompts (i.e. tag)	User Analysis
Kakaotalk	X	O	X	X	X	O	O
Diary (apps)	O	X	O	X	X	X	X
Finstagram	O	O	X	X	X	O	O
Naver Blog	O	X	O	X	X	X	O
Facebook	X	O	O	X	O	O	O
adoor	O	O	O	O	O	O	O

<Testing & Demo>

Our service demo video will be a compilation of short clips illustrating each of the following key features and use cases:

1. **Sign Up:** take a personality test → view the test result and select topics of interest → sign up → default user *topic profile* data reflected on profile page
2. **Daily Knocks:** receive *Daily Knocks* → write (multiple) *posts* regarding the *Knocks* of interests
3. **Private Interactions:** read *friend's* feed → write a *private comment* → receive a *private reply* → comment and reply not visible when signed in via another user's account
4. **Question Post:** choose and *post* a question from the list of *Daily Knocks* to a *friend* → notification is sent to *friend* → *friend* checks the notification and responds → receive a notification on the response
5. **Usage Activity Analysis:** write multiple responses → backend analyzes the posts via frequency analysis / topic modeling methods → show changes in user's *topic profile*

We wrap up our proposal with a short Knock-knock joke ☺

| **Knock knock!**
 | *Who's there?*
 | **adoor**
 | *adoor who?*
 | **A door to deeper friendships!**

