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**Social media platform optimal for building intimacy**

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# Background

## The Demand for a New Form of Social Media

*Networking that major social network services provide, may not be as effective as they should be.*

- The rate of using major social networking platforms to interact with friends and acquaintances has continued to decrease to less than 30%.
- Interactions are also quite limited in terms of diversity(i.e on Instagram, 'tourism', 'daily life', and 'fashion/clothing/commercialization'.

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

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"

- “A Software Engineer's Advice for Saving Social Media? Keep It Small" by Meg Miller

## Revisiting the Old Social Media Platform

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.

**Blogs, Finstagram accounts** and various other alternatives for their very own ‘chill house parties’

# 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

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

# Features

## 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**. [ML Feature] Results of **data analysis of user activities** (i.e. topic modeling of user writings) will be reflected in individual *topic profiles*.



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### Top Topics

# 연구 # 생각 # 걱정 # 감귤 개구리

### Favorites

# 노래 # 잠 잘자는 법  
# python # IT # Tech

[User Topic Profile]

# Features

## Intimate, Secure Environment

- Friend requests - **invitation links only**; no suggested friends.
- **Likes** that will only visible to the author
- **Private comments**
- [Optional] **Multiple Friend Groups**
- [Optional] **Temporary posts**

## Active Communication

- Users can ***post*** (i.e. send) their ***Knocks to friends***.
- [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] Users can organize their writing 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

## Demo video illustrating each of the following key features

- 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*