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| --- | --- | --- | --- | --- |
|  | Pet Park | Instagram | TikTok | Imgur |
| Accounts | Yes | Yes | Yes | Yes, but not needed |
| Live Content | No | Yes | Yes | No |
| Varied Content | Images | Images/Videos | Videos | Images/Videos |
| Simplicity | Yes | No | No | Yes |
| Shopping | No | Yes | Yes | No |
| Metrics Tracking | No | Yes | Yes | Yes |

**Advantages:**

Pet Park will bring joy to its users by being targeted, simple to use, and familiar to users. Many studies have found that Social Media can bring down self esteem and even cause depression in users due to jealousy and feelings of missing out. (childmind) With this and the lower morale due to COVID and lockdown in mind, we are tailoring Pet Park to produce the opposite effect on our users, wherever the unhappiness stems from.

One key feature about pets is that they bring joy to even those who are not their owners. For users without pets, the pandemic has prevented them from seeing any pets for the most part, unless a close friend or family member nearby has one. For users with dogs, they may be missing out on interactions with other dogs and their owners that would happen normally at dog parks or other outdoor areas. Users with other pets, such as reptiles or cats, will finally be able to join in on the community that dog owners have a monopoly on, and enjoy sharing their pets with others. Pet Park targets the void lockdown has provided, and the joy that our users did not know they were missing.

Pet Park will be simple and familiar to users of our competitors. Like them, we will have accounts and related content, however, we will focus solely on images of pets. This straight-forward content provides users ease of mind, as they know exactly what they are receiving when they use our product. There is no worry of navigating to the desired area, having a video play out loud unexpectedly, or getting lost in other features such as Reels or Shop in Instagram. In terms of posting content, we have eliminated the need for filters, as the pets themselves are what our audience wants. This removes the confusion and hesitation of deciding which filter or edits to use when uploading, like in TikTok, which could be a barrier for users that feel stressed about posting a perfect image due to the social pressures linked with Social Media.

**Disadvantages:**

The largest perceived disadvantage of Pet Park compared to our competitors is the variety of content available to the users. Our closest competitor, Imgur, allows for users to upload videos in addition to images. While videos may take longer to buffer for some users, as well as require audio output, they do allow for a large variety in content. Instagram allows for timed-content to be uploaded in the form of Stories. These images or videos are only available for 24-hours unless specifically designated to remain on the user’s personal page.

Live videos are another area that our competitors hold an advantage over us in. Instagram allows any user to begin a live stream, while TikTok allows users that have at least 1,000 followers to do the same.

Finally, some of our competitors, such as TikTok and Instagram, have shopping features that allow users to make purchases while browsing social media.

References:

<https://childmind.org/article/is-social-media-use-causing-depression/>