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| **Problem Solving (A3) Report** | **Topic:** SOCIAL MEDIA INTEREST | **Date:** 1/20/2021 |
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| **1. Identify a Problem** | **PLAN** |  | **4. Propose & Implement Countermeasures** | **PLAN/DO** |
| Society is facing the era of having tons of information from different sources such as social media. Social media has become the place to inform, entertain and learn. This leads the user to follow the content of their select sources of content creation. Over the time this is overwhelming since society can be attracted to many contents that share different interest. This makes the user waste more time than needed on social media or not having their preferred content at a preferred time. | |  | Implement an application which gathers the posts from the users preferred accounts from diverse social medias such as twitter, Instagram, etc.  This post will be shown in a feed which the user can only see the recent posts of their preferred sources of information. Also, they can create different tabs which it will create a feed to their respective preference. For example, if he wants a sports related feed he can use the sports tab and will see only sports content from selected social media accounts. | |
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| **2. Set the Target** | **PLAN** |  | **5. Check/Evaluate** | **CHECK** |
| Reach busy people that would like to be updated with society trends and today’s news avoiding them to feel overwhelmed by the immense amount of information. | |  | This will work for busy people since their feed will be so niched out, they do not have the need to spend more time than needed.  This will also benefit content creators in terms of having a more active audience since that creator will have a percentage of people that will not be affected by each social media feed algorithm. | |
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| **3. Analyze the Causes** | **PLAN** |  | **6. Act and/or Standardize** | **ACT** |
| 5 whys to this problem:   * Why? Social media has easy of accessible informative/entertaining content. * Why? Most people are using social media, meaning people create more content. * Why? Everyone can create informative/entertaining content. * Why? It is cost efficient compare to the traditional media. * Why? Most people have at least one phone/laptop/tablet. | |  | * To solve this the app will need to have a simple user interface like the social media platforms so the user feels comfortable. * The app will provide many modifications in terms of feed creation with the user preferences. The app will have tabs to divide sources of information in their niche or it can be provided. * The app can provide accessibility to hop from social media to social media by clicking a button. * Finally the app will allow other users to share their “Social Media Interest” lists and make use to them. | |