

Social Media Company

Katchee 

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Mission/vision statement

Mission Statement

- To empower vibrant communities through energized digital connection.
- "Ignite. Connect. Transform."

Vision Statement

- To create a social media platform for a variety of media users that allows the share of photos across a family-friendly app.

Content

- Communicate with Friends and family all around and share some photos.
- Interaction and engagement with friends and followers.
- Customized feeds and filtration.
- Photo forward content, with a minimum number of characters per post.
- Can add website domain to user name or handle.
- Policies that promote greater control of privacy and data protection.
- Users have control over the algorithm not the company. (decentralized Algorithm).

Target audience

- Tech savvy users
- Users who want the best of three apps in on(Instagram, Facebook and Bluesky)
- Users interested in social connection and sharing what they like on their page.
- Content Creators



Content/media summary

- Family-oriented PG-13 content.
- Healthy and Positive content / environment
- No political content
- Age-based content filtration
- Minimal advertisement



Delivery system

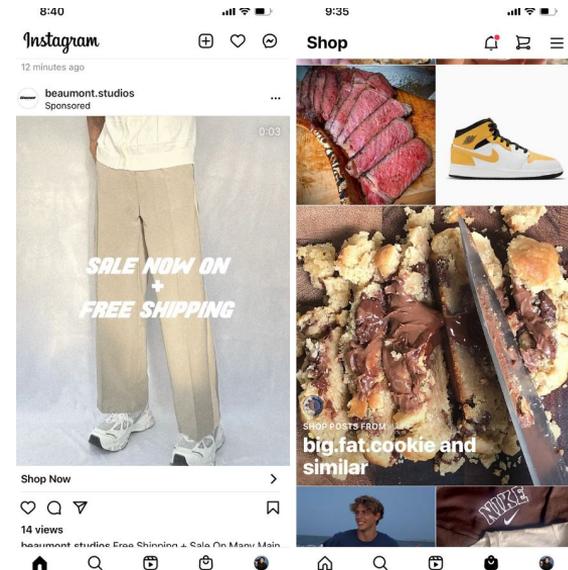
- Application (Android, IOS, Windows, Linux)
- Website: Tablet with certain screen dimensions and Desktop only.



Competitor Information (Instagram)



- Instagram is a photo and video sharing social networking service owned by Meta Platforms. It allows users to upload media that can be edited with filters, be organized by hashtags, and be associated with a location using geographical tagging.
- First launched in 2010 as a mobile device app.
- Bought by Facebook in 2012.





Competitor Information (Instagram)

Mission Statement : We put people first, and value craft and simplicity in our work. Our teams inspire creativity around the world, helping over 1 billion people create and share. A main goal is to “bring friends together”

Vision Statement : “ To capture and share the world’s moments”

Target Audience : About 61% of users are 18-34, the audience for Instagram ads alone is about 849.3 million users.

Color Palette :



Typeface :

Instagram Sans

Competitor Information (Facebook)



Mission Statement:

- “To give people the the power to build community and bring the world closer together”.

Vision Statement:

- “ People use it to be connected with friends and family, to discover what is going on in the world, and to share and express what matters to them”

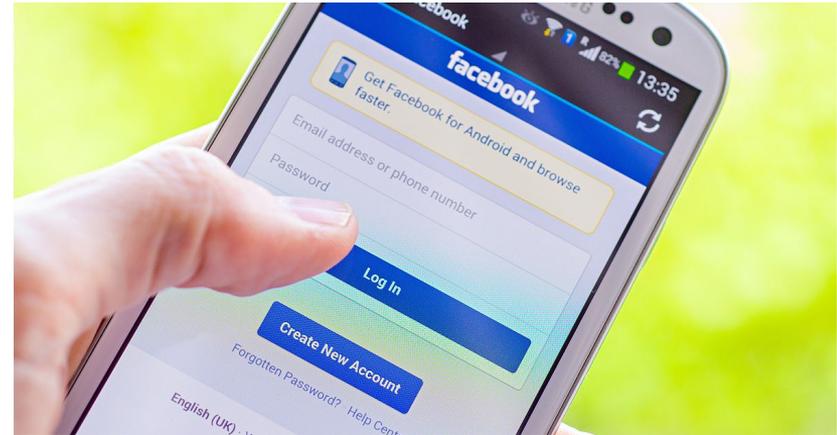
Target Audience

- **Individuals:** People of age (13+), demographics, and interests looking to connect with friends, family, and communities.
- **Businesses:** Small businesses, large corporations, and marketers seeking to reach potential customers, build brand awareness, and drive sales.
- **Organizations & Institutions:** Non-profits, government agencies, and educational institutions using the platform for communication, outreach, and community building.

Competitor Information (Facebook)



- Facebook is a massive and complex platform with a clear mission focused on connection. Its broad target audience necessitates a clean, user-friendly design and a consistent tone.
- The iconic blue color and simple typography contribute to its recognizable brand identity. While its core function remains social networking, it has significantly expanded its offerings, becoming a central hub for various online activities.



Color Palette :



Competitor Information (BlueSky)



What Is BlueSky:

- Bluesky is a decentralized social app conceptualized by former Twitter CEO Jack Dorsey and developed in parallel with Twitter. The social network has a Twitter-like user interface with algorithmic choice, a federated design and community-specific moderation.

Mission Statement:

- “Welcome to the social internet.”

Vision Statement:

- “Social media is too important to be controlled by a few corporations. We’re building an open foundation for the social internet so that we can all shape its future.”

Branding and Tone:

- Bluesky's branding centers on openness, user empowerment, innovation, and community, with a positive and accessible tone.

Competitor Information (BlueSky)



Unique Features:

- Custom Feeds and Algorithmic Choice
- Open Data and Developer Ecosystem
- Bluesky makes moderation a first-class concern.
- Bluesky uses DNS domain names as user handles

Target Audience:

- Users who desire more control over their social media experience.
- Developers: The platform aims to foster a "developer ecosystem".
- The research community: Invite's the research community to use Bluesky as a dataset and testing ground for new approaches in social media moderation.



Mood Goals



Goals:

- Calming and accessible digital atmosphere where you can spend time and connect with family and friends.
- A clean, modern, sleek, non-cluttered interface with minimal text that allows easy viewing of posts.

Adjectives:

- Energy - the minimal ads and restriction on political posts allows for a friendly and positive energy.
- Connection - Connection with friends, family and people from around the world.
- Clean - The bright and high contrasting color palette provides a clean look along with minimal text spaces that keep the screen uncluttered.
- Modern - User interface runs on the latest and most efficient technologies and programming languages.
- Transform - experience social media in a revolutionary and different way.

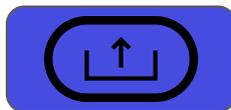
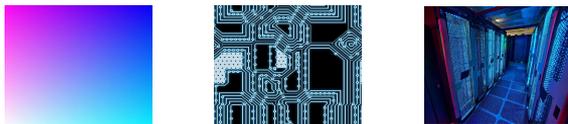
Style Guide



Color Palette:



Textures:



Primary Color: #474ce1ff

Secondary Color: #1dd8c2

Typography:

Katchee - Pridi (Heading and subheadings)

Katchee - Montserrat (body text, comments, etc)

Tone: Soft lines with high contrast colors to enhance user comfort.



Conclusion

- To empower vibrant communities through energized digital connection.
- To create a social media platform for a variety of media users that allows the share of all available types of media across a family-friendly interface.

Thank You!