

Facebook Case Assignment

Draw an empathy map for Facebook customers or potential users

Mrs Madhu - A potential Facebook user

Age: 60

Hometown: New Delhi

Occupation: Homemaker

“My friends are constantly bringing up Facebook tags, images, and videos. I simply don't understand the conversation's context and feel excluded. I am not very comfortable with smartphones”

Empathy Map

SAYS

- Everyone around me uses Facebook to stay in touch with their friends and relatives
- On Facebook, my friends share movies and memes with one another, and I feel left out
- I want to stay connected with my extended family and my friends on Facebook
- I find it difficult to use the smart phone for using Facebook
- There aren't many people I can ask for help

THINKS

- Doesn't know enough people to ask for help
- Would like to navigate to the Facebook homepage on the smartphone comfortably without any help
- Wishes there was a more effective way to contact friends than through calling, emailing, or chatting.
- Wants to show her friends and family her images and videos

Mrs. Madhu

DOES

- Is a Homemaker
- Stays only with her husband of 70 years old
- Uses her ample amount of time on her phone, talking to her loved ones
- Likes to spend time with her family and friends
- Goes to kitty parties to socialize with her friends

FEELS

- She is frustrated because she finds it difficult to share images and videos with her friends and family on Facebook
- Depressed because she always feels left out of the friend conversations on Facebook
- She is upset that she no longer has access to her school friends
- Feels confused on transition of screens on the smartphone
- Frustrated because she has to call her son or daughter to help her with any activity on the smartphone

Key problems addressed by Facebook as per the case

Mark Zuckerberg and his friends launched the social media and networking site Facebook in 2004. It began as a platform for a student information database within the university and gradually expanded to serve the wider public. As it expanded, it allowed users to complete multiple tasks while simultaneously introducing tools for gathering user data and earning money by selling and reselling it. Many users believe that Facebook overstepped the line of "private space" in the process and gathered unwanted information on users as well. Facebook initially offered solutions for issues like social networking, photo sharing, blogging, and other related issues. Still, over time it grew to be associated with the commercialisation, surveillance, and exploitation of user data.

Some of the problems identified were :

- 1) Facebook permits government access to personal information.
- 2) Youth are concerned about their privacy being invaded by people they know, not necessarily by government agencies.
- 3) People are afraid to exhibit their true selves because of the threat of being watched and shamed by the public.
- 4) Complex privacy control choices
- 5) The privacy conditions are not read by nearly half of the users, and they do not update their settings.
- 6) Facebook makes money by selling the personal information of its users to outside applications.
- 7) Facebook has been used by users to harass one another through stalking or the publication of humiliating personal information.

Solutions :

- 1) Provide opt-in privacy controls rather than a tangle of opt-out controls, allowing users to decide whether they are willing to share any information with advertisers or third parties at all. This is in contrast to the current system, which assumes that information will be shared by default but makes it difficult for users to limit their access to it.
- 2) More measures to prevent privacy violations - respond to user issues
- 3) Make additional groups that serve as vigilance for privacy laws.
- 4) Revert to the user-centricity it had in the beginning. Facebook is generating income by commoditizing user data rather than losing sight of the issue it seeks to solve — self-actualization through informal networking and expression in many forms.

It's time to do a compass check to determine the future direction because the company share prices have dropped by more than 70%.