**Ideation Phase**

**Introduction**

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| Date | 4 Oct 2025 |
| Team ID | SWUID20250179172 |
| Project Name | Social Media App |
| Maximum Marks | 4 Marks |

**Introduction**

This platform is a next-generation social and collaboration app built with the MERN stack (MongoDB, Express.js, React.js, Node.js) and real-time features powered by Socket.io. It is designed specifically for students, freelancers, and remote collaborators, focusing on meaningful engagement rather than casual scrolling. The platform offers real-time messaging, group collaboration, story sharing, post bookmarking, and profile management within a clean and intuitive interface. Users can follow people or topics and interact with content that supports both social and professional growth. Privacy and security are core priorities—conversations are encrypted, and data is handled safely. With instant updates, intelligent content discovery, and project-oriented networking tools, the app serves as a digital workspace that helps users connect, collaborate, and achieve more efficiently, whether they’re working on academic projects, showcasing freelance work, or networking with like-minded individuals.