**Ideation Phase**

**Define the Problem Statements**

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| Date | 10 July 2025 |
| Team ID |  |
| Project Name | Social Media App (MEARN) |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

To define the core problems users face with existing social media platforms and use those insights to guide the development of a more intuitive, secure, and engaging social media experience.

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| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A frequent social media user. | Stay connected with friends through seamless messaging. | Most platforms have slow or unreliable chat features. | Messages don’t sync in real-time, and notifications are delayed. | Frustrated and disconnected. |
| PS-2 | A content creator. | Share posts and stories with engaging media. | Existing apps make it hard to organize saved content. | There’s no easy way to bookmark or categorize posts for later. | Overwhelmed and disorganized. |