**Project Design Phase-**

**Problem – Solution Fit**

|  |  |
| --- | --- |
| Date | 10-07-2025 |
| Team ID |  |
| Project Name | Social Media App |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Overview:**

The Problem–Solution Fit ensures that the **Social Media App** addresses the key gaps in existing social media platforms and aligns with the real needs of users for **better connectivity, security, and engagement**. This validation is critical before launching and scaling the platform.

**Purpose:**

● **Enable real-time communication** without delays, enhancing connection and collaboration among users.  
● **Provide a secure platform** that protects user data and privacy through robust encryption and security measures.  
● **Allow users to share posts, stories, and media seamlessly**, improving content creation and sharing experiences.  
● **Introduce modern, interactive features** like stories, saves, and instant notifications to keep users engaged.  
● **Create an intuitive, user-friendly interface** that makes navigation and usage simple for all age groups.

### **Problem Statement:**

* Many social media users face challenges such as:
* ● **Delays in message delivery**, affecting real-time conversation and collaboration.  
  ● **Privacy concerns and data breaches**, leading to trust issues with platforms.  
  ● **Lack of seamless integration** between messaging, posts, stories, and notifications.  
  ● **Overly complex interfaces**, making usage difficult for new users.  
  ● **Limited control over saved posts and profile personalization**, restricting user experience.

### **Solution:**

* **Social Media App**, a modern MERN stack social platform, offers:
* ● **Real-time messaging and chat** using Socket.io for instant communication.  
  ● **Robust security and encryption features**, ensuring user data privacy and confidentiality.  
  ● **Post and story uploads with media support**, allowing users to share images, videos, and text seamlessly.  
  ● **Stories auto-delete after 24 hours**, aligning with current social media trends.  
  ● **Interactive features** like likes, comments, follows, and saves to boost engagement.  
  ● **User profile management**, enabling updates to profile pics, usernames, and bios easily.  
  ● **Admin controls** for managing reports and ensuring community safety.
* Profile and portfolio pages for freelancers and clients
* Admin-controlled dispute resolution and user reporting features
* Freemium model with premium features like project boost, analytics, and early-bid access