**Project Design Phase**

**Proposed Solution**

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

**Proposed Solution for Freelance Finder**

| **S. No.** | **Parameter** | **Description** |
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| **1** | **Problem Statement (Problem to be solved)** | Existing social media platforms face challenges like delayed messaging, data privacy concerns, lack of real-time features, and complex user interfaces. Users seek a secure, intuitive, and interactive platform for seamless connection and content sharing. |
| **2** | **Idea / Solution Description** | The Social Media App is a full-stack MERN application (React frontend + Node.js/Express backend + MongoDB) enabling users to create profiles, share posts and stories, engage in real-time messaging, and interact securely. It includes robust security, instant notifications, and profile management features. |
| **3** | **Novelty / Uniqueness** | - Real-time messaging with Socket.io- Stories auto-delete after 24 hours- Robust data encryption for privacy- Seamless integration of posts, stories, chats, and notifications- Interactive features like saves, follows, and explore |
| **4** | **Social Impact / Customer Satisfaction** | - Enhances online connections and collaboration- Builds trust through secure data handling- Increases user engagement with interactive features- Provides a user-friendly experience for all age groups |
| **5** | **Business Model (Revenue Model)** | - Freemium model with ads for general users- Premium subscriptions for ad-free experience and extra features- Brand partnerships for sponsored posts and stories- Potential enterprise plans for educational or business networks |
| **6** | **Scalability of the Solution** | - Expandable to global users with multi-language support- Mobile-first responsive design with future React Native app development- Modular architecture for quick integration of features like AI content moderation, video calling, and advanced analytics |