

Project Design Phase
Problem – Solution Fit Template

Date	15 February 2025
Team ID	Team -145206
Project Name	Sociopedia
Maximum Marks	2 Marks

Problem – Solution Fit Template:

1. Problem

There is a growing demand for modern, customizable, and privacy-focused social networking platforms. Popular platforms often collect excessive data, lack personalization for smaller communities, or are too complex for niche use cases like college groups, startups, or local creators.

2. Customer Behavior

Users are seeking simpler, ad-free, community-focused alternatives to existing platforms. They prefer responsive design, media-sharing capabilities, and secure interactions. Many are moving toward smaller, interest-based platforms where they feel their data is respected.

3. Solution

We are building a **MERN stack-based social media platform** that is lightweight, secure, and feature-rich. It offers:

- User authentication and privacy controls (JWT-based)
- Post sharing with media
- Commenting and interaction
- Cloud-based file storage (e.g., Cloudinary)
- Clean, responsive user interface with scalable architecture

4. Why This Solution Works

- Built using modern tech (React, Node, MongoDB), allowing rapid development and iteration
- Custom features for community engagement and content control
- Modular architecture for easy expansion
- Deployable on cloud with horizontal scaling

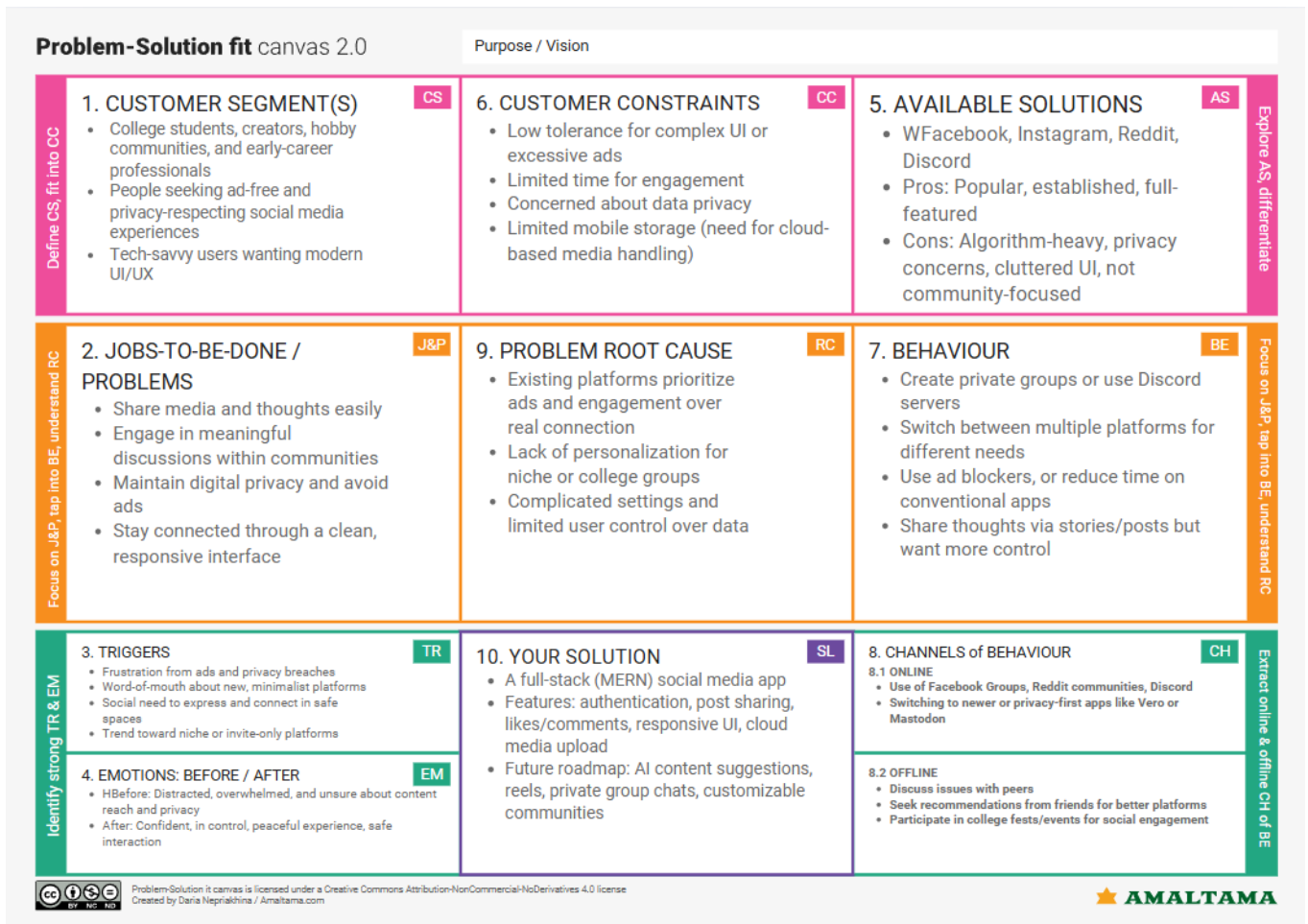
5. State of the Customer

Current users are frustrated with data-heavy platforms and want simplified alternatives for community interaction. Early adopters, such as college students or creators, are ready to switch to platforms that are more engaging, lighter, and ad-free.

6. Impact

- Better control over content and interactions
- Increased privacy and trust

- Opportunity for niche groups to form communities
- Business model based on freemium features, promoted content, and analytics (with consent)



References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>