

**Project Design Phase**  
**Proposed Solution Template**

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

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In today's digital world, people seek seamless platforms to connect, share, and interact. However, many platforms either lack accessibility, personalized features, or data privacy. The goal is to create a user-friendly, secure, and scalable social media platform.
2.	Idea / Solution description	We propose a full-stack social media web application built on the MERN stack (MongoDB, Express.js, React.js, Node.js). It will offer user registration, login with JWT authentication, post creation, likes/comments, media uploads, and real-time feeds with a clean UI/UX.
3.	Novelty / Uniqueness	The project focuses on modular code design, mobile-first responsiveness, and cloud-integrated media handling (e.g., Cloudinary). It also emphasizes user privacy and control over content, with plans for future AI-based content moderation and personalization features.
4.	Social Impact / Customer Satisfaction	The application promotes social interaction, expression, and community engagement. It also addresses concerns around data privacy by implementing secure authentication and data protection measures. Users get a clutter-free, customizable experience.
5.	Business Model (Revenue Model)	Initially offered as a free platform to gain users. Future monetization options include: ads, premium profiles, promoted content, and collaborations with local businesses or creators. Data analytics services can also be offered to verified organizations (with user consent).
6.	Scalability of the Solution	The architecture supports horizontal scaling using cloud hosting and microservices in the future. MongoDB Atlas supports replication and sharding. The app design allows integration of new features like reels, messaging, or marketplace modules with minimal changes.