

Ideation Phase

Define the Problem Statements

Date	18 April 2025
Team ID	Team -145206
Project Name	Sociopedia (MERN Stack Social Media App)
Maximum Marks	2 Marks

Problem Statement Template for Sociopedia

Document: Define Problem Statements Template.docx

Date: 18 April 2025

Project Name: Sociopedia (MERN Stack Social Media App)

1. Customer Problem Statements

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A social media user	Connect with others and share content easily	Most platforms are cluttered with ads and complex features	Privacy concerns and poor UX distract from meaningful interaction	Frustrated and overwhelmed
PS-2	A privacy-conscious user	Maintain control over my data and interactions	Platforms collect excessive data and lack transparency	Weak security measures and hidden settings	Anxious and distrustful

Reference: <https://miro.com/templates/customer-problem-statement/>

Key Pain Points Addressed:

- Cluttered UI (matches Section 2.1: "overly complex, riddled with ads").
- Privacy gaps (matches Section 1.1: "user privacy emphasized").

2. Visual Aids for Report

1. Problem Statement Diagram (Like the GUI example in the template):

- **Title:** "Sociopedia's Target User Pain Points"
- **Content:**
 - Icons for "Ads," "Complex UI," "Data Privacy" with arrows to user emotions (*Frustration, Anxiety*).
 - **Reference:** [Miro Problem Statement Template](#).

2. Treemap Example (Prioritized Problems):

- **High Priority:** "Clean UI" > "Secure Auth" > "Real-Time Interactions."
- **Low Priority:** "Advanced Analytics" > "Video Uploads." (*Matches your Future Scope in Section 10*).

3. Suggested Report Integration

- **In Section 2.1 (Problem Statement):**

"User interviews and problem statement templates (Appendix) revealed core frustrations: cluttered interfaces (PS-1) and privacy concerns (PS-2). These directly informed Sociopedia's design goals of simplicity and security."

- **Appendix:**
 - Include the completed table above.
 - Add a simplified version of the treemap (use **Canva** or **PowerPoint** to recreate).

4. Why This Matters

- **Empathy Alignment:** Matches your *Empathy Map* in Section 2.2 (e.g., "*Feels: frustrated with cluttered UI*").
- **Solution Fit:** Justifies features like *JWT auth* and *minimalist UI* in Sections 3.2 and 4.2.