**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| 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](https://miro.com/templates/customer-problem-statement/).
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.