Ideation Phase
Define the Problem Statements

Date	30 May 2025
Team ID	SWUID20250172428
Project Name	Social Media App
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Our team collaborated to identify pain points in current social media platforms. We selected the core problem statement: 'Users struggle to collaborate, communicate, and share securely on mainstream platforms due to lack of real-time features and weak privacy enforcement.'

Step-2: Brainstorm, Idea Listing and Grouping

We brainstormed and grouped ideas into key functional areas of the SocialEx platform:

- Real-time Messaging and Collaboration

- Content Saving and Bookmarking

- Stories and Interactive Engagement

- Privacy & Data Security

- Explore & Connect Feature

Detailed Ideas:

1. Implement socket.io for real-time messaging and notifications.

2. Add a 'Save Post' feature to bookmark posts for later use.

3. Enable ephemeral content via stories (images, videos, text).

4. Use end-to-end encryption for private messages and media.

5. Create an explore tab using trending algorithms to promote engagement.

Step-3: Idea Prioritization

We prioritized the ideas based on the following criteria:

- User Impact

- Technical Feasibility

- Innovation Potential

Idea	User Impact (1-5)	Feasibility (1-5)	Priority Score (Impact × Feasibility)
Real-time messaging via socket.io	5	4	20
Post saving/bookmarking	4	5	20
Ephemeral stories	4	4	16
End-to-end message encryption	5	3	15
Trending-based explore feature	3	4	12