**Ideation Phase**

**Define the Problem Statements**

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| Date | 22 June 2024 |
| Team ID | SWTID1719933836 |
| Project Name | Connectify |
| Maximum Marks | 3 Marks |

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| **Problem**  **Statement (PS)** | **I am**  **(Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | teenager | connect and share updates with friends | I'm having trouble finding them | the search tool is limited and not intuitive | frustrating and makes me feel alone. |
| PS-2 | business owner | to market my goods and interact with customers | my posts are not reaching a wider audience | the algorithm favours content from bigger brands | ignored and frustrated when I see that my posts aren't reaching as many people as they should. |
| PS-3 | content creator | engage with my audience and increase my following | the engagement metrics are confusing and hard to track | the analytics dashboard is busy and difficult to use | unconnected and uncertain about my success |
| PS-4 | privacy-conscious user | protect my personal information on the site, | I'm having trouble understanding the privacy options | they’re confusing and don't make sense | anxious |
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