Social Media Problem Statement

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Problem Statement:

- People need a better way to connect in large groups (i.e. college) and the ability to share social media and personal information. Depending on the environment (i.e. large crowds), people may encounter situations where getting multiple people's socials can be a difficult process.

Who is experiencing the problem?

- Everyone who experiences issues in networking in large groups, specifically college students/teenagers who meet new people in classes, clubs, and everyday social activities.

What is the problem?

- The problem is that people struggle sharing contact information/social media in everyday situations such as on the go or in large groups. Each social media has different methods of sharing profiles, making connecting with others oftentimes tedious.

Where does the problem present itself?

- The problem can present itself in situations such as meeting a large group of people at once. For example, freshman orientation, concerts, professional meetings, and classrooms. These locations will present people with situations where they will encounter many people at once, which can cause everyone to get information in a logical/organized fashion difficult.

Why does it matter?

- Networking is an important aspect of society that can help others connect socially and professionally, but these connections can often be hindered to an inability to connect initially. By facilitating the process of meeting other people with an app, we can make the process more convenient and efficient for the users.