

Project Design Phase-I

Proposed Solution Template

Date	07 July 2024
Team ID	SWTID1719938419
Project Name	Social Media App (MERN)
Maximum Marks	3 Marks

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The need for a platform that allows users to create and share content, connect with others, and participate in social networking.
2.	Idea / Solution description	Connectify provides a platform similar to Facebook, Instagram, Twitter, and TikTok, enabling connectivity, information sharing, communication, and entertainment through social media.
3.	Novelty / Uniqueness	Combines the features of leading social media apps to offer a comprehensive platform for content creation, sharing, and engagement, fostering global communities based on shared interests.
4.	Social Impact / Customer Satisfaction	Transforms how communities interact and engage, enabling the formation of global communities based on shared interests, hobbies, or identities, fostering a sense of belonging and connection
5.	Business Model (Revenue Model)	Generates revenue through advertising, subscriptions, and freemium models. Advertising is the major revenue source, supplemented by subscription fees for premium features and services.