

Project Design Phase-I
Proposed Solution Template

Date	01 July 2024
Team ID	SWTID1720101616
Project Name	Project - Video sharing app using mern
Maximum Marks	3 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Many users face issues with finding a reliable, user-friendly platform for sharing and discovering video content. Existing platforms may have limitations such as poor user experience, lack of customization, or intrusive advertisements.
2.	Idea / Solution description	The solution is to create a robust video sharing app using the MERN stack (MongoDB, Express.js, React, Node.js). This app will allow users to upload, share, and discover videos. It will feature an intuitive interface, advanced search functionality, personalized recommendations, and community engagement tools like comments and likes.
3.	Novelty / Uniqueness	This app will stand out by offering a seamless user experience with real-time video streaming capabilities, AI-driven content recommendations, and customizable user profiles. Additionally, it will provide creators with detailed analytics on video performance and engagement.
4.	Social Impact / Customer Satisfaction	The app will empower creators to reach a broader audience and build communities around their content. It will also give users a platform to discover diverse content and engage with creators. The focus on a user-friendly design and personalized recommendations will enhance customer satisfaction.

5.	Business Model (Revenue Model)	The revenue model can include multiple streams such as premium subscriptions for ad-free experience, in-app purchases for exclusive content, and partnerships with brands for sponsored content. Additionally, a portion of the revenue can come from targeted advertisements displayed to non-premium users.
6.	Scalability of the Solution	The app will be built with scalability in mind, leveraging cloud services to handle increasing user load and data storage needs. The use of the MERN stack allows for easy scaling of both the frontend and backend components. With modular architecture and microservices, new features can be added without disrupting existing functionality.