**Project Design Phase-I**

**Proposed Solution Template**

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| Date | 06 May 2023 |
| Team ID | NM2023TMID19401 |
| Project Name | The Meme Museum: A Curated Collection of Hilarity |

**Proposed Solution**

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| **S No.** | **Parameter** | **Description** |
| 1. | Problem Statement (Problem to be solved) | Addressing these challenges will enable The Meme Museum to enhance the quality of its curated collection, improve user engagement, ensure legal compliance, and establish a sustainable business model. |
| 2. | Idea / Solution description | Platform Stability and Scalability: The Meme Museum will invest in a scalable infrastructure to handle increased traffic and user interactions. Regular maintenance and performance optimization will ensure a stable and responsive platform. The platform will also actively collect user feedback and make iterative improvements based on user needs and technological advancements |
| 3. | Novelty / Uniqueness | Curation Expertise: The Meme Museum prides itself on having a dedicated team of expert curators who carefully select and evaluate the memes showcased in the collection. This human touch ensures a higher level of quality and relevance, distinguishing it from platforms that rely solely on algorithmic curation. |
| 4. | Social Impact / Customer Satisfaction | Promoting Humor and Laughter: The platform provides a curated collection of hilarious memes, bringing joy and laughter to its users. In a world that often faces stress and negativity, the Meme Museum serves as a source of entertainment and escapism, promoting mental well-being and positivity. |
| 5. | Business Model (Revenue Model) | Advertisements: The platform can generate revenue through strategic partnerships with advertisers. Non-intrusive ads can be displayed on the website or within the app, targeting meme enthusiasts and relevant demographics. Advertisers can benefit from the platform's large user base and engaged community. |
| 6. | Scalability of the Solution | Infrastructure: The platform needs a scalable infrastructure that can handle increasing traffic and user interactions. This includes robust servers, bandwidth capacity, and a scalable database system to store and retrieve meme data efficiently. By continuously monitoring and optimizing the infrastructure, the platform can ensure smooth performance even as the user base grows. |