Project Design Phase

Proposed Solution

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| Date | 10 April 2025 |
| Team ID | Team ID : SWTID1743172790 |
| Project Name | Social Media Web App |
| Maximum Marks | 2 Marks |

Proposed Solution:

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| S.No. | Parameter | Description |
|  | Problem Statement (Problem to be solved) | Current social media platforms often struggle with user privacy, content overload, and algorithm opacity. Users feel overwhelmed, unsafe, and disengaged due to lack of personalization, toxic content, and data misuse. There is a need for a platform that enables secure, personalized, and mindful social interactions. |
|  | Idea / Solution description | Develop a modern social media web app using the MERN stack with features like AI-powered personalized feeds, end-to-end encrypted messaging, role-based content filtering, and digital well-being tools (e.g., mindful mode, screen time insights). The app will be modular, privacy-first, and designed for positive engagement. |
|  | Novelty / Uniqueness | Unlike mainstream platforms, this app focuses on ethical design and user mental well-being. Key unique aspects include:  • Transparent algorithm settings  • Mindful interaction design (usage limits, mood-based content filters)  • Secure messaging with optional ephemeral chats  • Creator vs. Viewer role-based content display |
|  | Social Impact / Customer Satisfaction | By promoting safe, intentional, and authentic online interaction, the platform addresses rising concerns around mental health, digital overload, and privacy. This builds trust and long-term user loyalty, especially among younger and socially conscious users. The platform encourages healthy usage while empowering users with real control over their feed and data. |
|  | Business Model (Revenue Model) | Revenue will be generated through:  • Freemium model – basic free access with premium customization and analytics  • Creator monetization tools with commission  • Ad-lite subscriptions  • Brand partnerships and featured content  • Optional API access for developers/influencer tools |
|  | Scalability of the Solution | The application uses a microservices architecture hosted on scalable cloud infrastructure. As the user base grows, individual components (e.g., feed engine, messaging, analytics) can scale independently. WebSockets and NoSQL databases (e.g., MongoDB) support real-time engagement and high concurrency. |