

Project Design Phase
Proposed Solution Template

Date	26-06-2025
Team ID	SWUID20250172526
Project Name	SocialeX
Maximum Marks	2 Marks

Proposed Solution for SocialeX

S. N o.	Parameter	Description
1	Problem Statement (Problem to be solved)	Many users find social media platforms lacking in real-time engagement, data privacy, and unified experiences. The absence of features like ephemeral content, real-time notifications, secure chat, and streamlined UI results in reduced user retention and limited interactive value.
2	Idea / Solution Description	SocialeX is a full-stack real-time social media platform (MERN stack) that enables users to register, post content, share 24-hour stories, chat in real-time using Socket.io, and receive instant notifications. Media is handled securely via Firebase. The app is mobile-responsive and interaction-first.
3	Novelty / Uniqueness	- Real-time chat and notification system using Socket.io - Secure JWT-based authentication and Bcrypt password hashing - Expiring stories feature like Instagram (24 hours) - Firebase-based media storage with access rules - Fully responsive modern UI
4	Social Impact / Customer Satisfaction	- Promotes safe and instant social interactions - Encourages active user participation through real-time features - Privacy-friendly with media access control - Designed for inclusivity across devices and demographics
5	Business Model (Revenue Model)	- Free access with core features - Future monetization through premium post/story boosts, analytics dashboards, and ad placements - Influencer engagement programs for growth
6	Scalability of the Solution	- Scalable architecture using Node.js, MongoDB, Firebase, and Socket.io - Designed to transition into mobile apps via React Native - Modular design for future integration of features like reactions, video stories, or voice chat

