# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date: 26 June 2025

Team ID: [SWUID20250172526]

Project Name: SocialEx – Redefining Social Connectivity

Maximum Marks: 4 Marks

## Step-1: Team Gathering, Collaboration and Select the Problem Statement

Our team collaborated to identify pain points in current social media platforms. We selected the core problem statement: 'Users struggle to collaborate, communicate, and share securely on mainstream platforms due to lack of real-time features and weak privacy enforcement.'

## Step-2: Brainstorm, Idea Listing and Grouping

We brainstormed and grouped ideas into key functional areas of the SocialEx platform:

- Real-time Messaging and Collaboration

- Content Saving and Bookmarking

- Stories and Interactive Engagement

- Privacy & Data Security

- Explore & Connect Feature

Detailed Ideas:

1. Implement socket.io for real-time messaging and notifications.

2. Add a 'Save Post' feature to bookmark posts for later use.

3. Enable ephemeral content via stories (images, videos, text).

4. Use end-to-end encryption for private messages and media.

5. Create an explore tab using trending algorithms to promote engagement.

## Step-3: Idea Prioritization

We prioritized the ideas based on the following criteria:

- User Impact

- Technical Feasibility

- Innovation Potential

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| Idea | User Impact (1-5) | Feasibility (1-5) | Priority Score (Impact × Feasibility) |
| Real-time messaging via socket.io | 5 | 4 | 20 |
| Post saving/bookmarking | 4 | 5 | 20 |
| Ephemeral stories | 4 | 4 | 16 |
| End-to-end message encryption | 5 | 3 | 15 |
| Trending-based explore feature | 3 | 4 | 12 |