# Ideation Phase

## Empathize & Discover

Date: 26 June 2025

Team ID: [SWUID20250172526]

Project Name: SocialEx – Redefining Social Connectivity

Maximum Marks: 4 Marks

## Empathy Map Canvas

Understand the needs, frustrations, and behaviors of social media users seeking meaningful, secure, and real-time online engagement through an innovative platform like SocialEx.

## WHO are we empathizing with?

- Social media users who want real-time interaction, privacy, and efficient content sharing  
- Students working on collaborative projects  
- Digital creators and community builders  
- People concerned about privacy on mainstream platforms

## What do they need to DO?

- Communicate instantly with friends or groups  
- Save and organize important posts for later  
- Share stories or content in engaging formats  
- Trust the platform to keep their data and messages secure  
- Discover new content and users that align with their interests

## What do they SEE?

- Overwhelming content feeds on current platforms  
- Lack of productive tools in existing social media apps  
- Frequent data leaks and privacy breaches  
- Features scattered across multiple apps, not unified

## What do they SAY?

- “I wish I could chat and share files instantly in one place.”  
- “There’s too much noise, I can’t find what matters.”  
- “I’m scared my personal chats might be leaked.”  
- “Why can’t I save a post and easily find it later?”

## What do they DO?

- Switch between multiple apps for chat, posts, and stories  
- Use third-party tools for content saving/bookmarking  
- Hesitate to share sensitive content due to trust issues  
- Try to grow personal or academic communities online

## What do they HEAR?

- Friends recommending newer, secure platforms  
- Media stories about social media addiction and data privacy concerns  
- Influencers shifting to alternative platforms with better control  
- Peers using social media for academic collaboration

## PAIN

- Privacy concerns and lack of trust in current platforms  
- Fragmented tools for collaboration, sharing, and messaging  
- Overloaded content streams with low relevance  
- Inability to archive or revisit important posts easily

## GAIN

- A secure and unified platform for messaging, stories, and post sharing  
- Real-time collaboration features for students and creators  
- Reliable post saving and quick retrieval for future reference  
- Empowered community building with robust privacy settings