# Ideation Phase

## Define the Problem Statements

Date: 26 June 2025

Team ID: [SWUID20250172526]

Project Name: SocialEx – Redefining Social Connectivity

Maximum Marks: 2 Marks

## Customer Problem Statement Template

To define the core problems users face while using existing social media platforms, and use those insights to guide the development of SocialEx, a next-generation social media app with real-time messaging, post saving, story sharing, and robust privacy features.

## Problem Statement (PS)

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| --- | --- | --- | --- | --- | --- |
| Problem Statement | I am (Customer) | I’m trying to | But | Because | Which makes me feel |
| PS-1 | a student working on a group project | collaborate effectively with my team online | existing platforms lack real-time educational collaboration features | they are designed for casual use, not productivity or structured teamwork | frustrated and limited in productivity |
| PS-2 | a social media user who values privacy | share posts, messages, and media securely | I don’t trust existing platforms with my private data | many platforms have weak privacy policies and history of data breaches | anxious and hesitant to express freely |
| PS-3 | a content explorer | save and organize content for future use or team sharing | current platforms don’t offer seamless post saving or referencing | content gets buried or lost in feeds quickly | disorganized and overwhelmed |
| PS-4 | a creator or community builder | engage followers through rich media like stories, posts, and chat | current engagement tools are disconnected or delayed | real-time features are not well integrated | uninspired and disconnected from my audience |