**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 31st, March 2025 |
| Team ID | SWTID1742493942 |
| Project Name | Connectify - Social Media App |
| Maximum Marks | 4 Marks |

**3.0 Brainstorming**

The brainstorming phase is crucial to unlocking creative solutions that address real user problems. During this stage, the team explored ideas that could make the social media app more personalized, interactive, and useful in users’ daily lives. The aim was to go beyond traditional social media by blending expression, communication, and life management into one cohesive platform.

**Brainstorming Goals:**

* Identify pain points in current social platforms
* Reimagine how users can connect and express themselves
* Integrate utility features like reminders and events
* Design a seamless user flow with an intuitive interface

Key Focus Areas During Brainstorming:

1. **Profile Personalization**
   * Custom bios, profile pictures, and follower metrics
   * Highlighting user milestones (e.g., birthday badges, top posts)
2. **Interactive Home Feed**
   * Post cards for updates, suggestion cards for discovery
   * Birthday and reminder cards for better personal engagement
3. **Content Creation & Sharing**
   * Easy-to-use post and story creation tools
   * Filters, captions, and quick media uploads
4. **Smart Reminders**
   * Add reminder form to schedule events like tasks, birthdays
   * Syncing reminders with profile visibility for shared memories
5. **Seamless Communication**
   * In-app messaging with potential for future video/audio integration
   * Conversation-driven UI for easy social interaction
6. **Simplified UX**
   * Clean layout for easy navigation
   * Minimal clicks to perform major actions (post, view profile, set reminder)

**Brainstorming Techniques Used:**

* Mind Mapping: To visualize how different features connect (e.g., profile → post → reminder)
* Crazy 8s: Rapid sketching to generate layout and UI ideas
* "How Might We" Questions:
  + *How might we help users stay connected to both friends and their schedule?*
  + *How might we make profile creation more expressive and engaging?*
  + *How might we reduce content fatigue while boosting discovery?*