**Ideation Phase**

**Define the Problem Statements**

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| Date | 21st, March 2025 |
| Team ID | SWTID1742493942 |
| Project Name | Connectify - Social Media App |
| Maximum Marks | 2 Marks |

**2.1 Problem Statement**

In the modern digital age, social media plays a crucial role in how people connect, express themselves, and stay informed. However, users still face several challenges when using current platforms:

* **Overwhelming content and lack of personalization:** Users often feel lost in feeds flooded with irrelevant posts, lacking meaningful suggestions tailored to their interests or social circles.
* **Limited event and personal life integration:** Most social platforms don't help users remember personal events like birthdays or important dates, missing opportunities for deeper engagement.
* **Poor onboarding and user expression:** Profile creation lacks flexibility and creativity, making it difficult for users to build a digital identity that truly reflects them.
* **Disconnected communication channels:** Many platforms lack seamless and integrated messaging, leading users to switch between multiple apps to interact with friends.
* **Low focus on community and personal milestones:** There is limited space to showcase personal growth, shared memories, or individual achievements in a structured, meaningful way.

These pain points reduce user satisfaction, affect retention, and hinder the formation of genuine connections. Our solution aims to bridge these gaps by offering an intuitive, engaging, and socially enriching platform that blends user expression, social interaction, and personal life integration — all in one place.