**Project Design Phase**

**Problem – Solution Fit Template**

|  |  |
| --- | --- |
| Date | 1st, April 2025 |
| Team ID | SWTID1742493942 |
| Project Name | Connectify - Social Media App |
| Maximum Marks | 2 Marks |

**Problem-Solution Fit**

The Problem-Solution Fit is the alignment between a real-world problem faced by users and the solution our platform offers.

**Problem Recap**

* Users seek a simple, distraction-free platform to connect, share updates, and stay informed.
* Existing social platforms can be cluttered or overwhelming, with too many features or ads.
* There’s a lack of built-in reminder or productivity support in current social media.
* Many platforms lack proper customization and personalized feeds for users.

**Our Solution**

We propose a modern social media website that:

* Allows users to create posts and stories to share moments effortlessly.
* Offers a personalized feed based on user activity and interactions.
* Includes a built-in **reminder system** to help users stay on top of personal tasks.
* Provides a clean and responsive UI that works across devices.
* Focuses on essential features without unnecessary distractions or advertisements.

This ensures a strong fit between actual user needs and our platform’s core offerings, blending connection, productivity, and usability.