**Ideation Phase**

**Define the Problem Statements**

**Date:** 30 June 2025  
**Project Name:** SocialeX  
**Maximum Marks:** 2 Marks

**Customer Problem Statement Template**

To define the core problems users face while trying to communicate, express themselves, and stay connected in a safe and personalized way using chat applications. These insights will guide the development of **SocialeX** to better meet user expectations for privacy, customization, and smooth social interaction.

Many users today want more than just basic messaging—they want a secure, expressive, and modern social experience. Existing apps often lack strong privacy controls like app locks or encryption, and feel generic with limited customization. Users frequently juggle multiple platforms just to chat, share stories, or make video calls. This creates frustration, reduces engagement, and leaves users feeling disconnected or unprotected.

SocialeX aims to solve these problems by offering a unified platform where users can chat securely, share stories, make voice/video calls, and personalize their experience with mood-based themes—all in one place.

