**Project Design Phase**

**Problem – Solution Fit**

**Date:**  
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**Team Name:** Amrutansh Panda And Yuvraj singh

**Project Name:**  
SocialeX

**Maximum Marks:**  
2 Marks

**Problem – Solution Fit Overview:**

The Problem–Solution Fit ensures that **SocialeX** directly addresses the key gaps in today’s messaging and social apps while aligning with real user needs for privacy, personalization, and seamless communication. This validation is critical before expanding features and scaling the platform.

**Purpose:**

* Provide a secure, private chat experience with features like app lock and encryption.
* Offer a unified platform for text, stories, media sharing, and voice/video calls—no need for multiple apps.
* Enable users to express themselves with mood-based themes and customizable design.
* Support reliable, high-quality calls even on low bandwidth.
* Improve user connection and engagement through a simple, modern, distraction-free interface.

**Problem Statement:**

Many social app users face challenges such as:

* Limited or no privacy features like app lock or secure access.
* Generic, unpersonalized designs that don’t reflect mood or style.
* Fragmented experience needing multiple apps for chat, calls, stories, and sharing media.
* Low-quality voice/video calls on slow networks.
* Overly cluttered interfaces with ads and unnecessary features.

**Solution:**

**SocialeX**, a modern social chat platform, offers:

* Built-in app lock with PIN or biometrics for user privacy.
* Mood-based, customizable themes for personal expression.
* Integrated stories, media sharing, and messaging in one app.
* High-quality, reliable voice and video calls optimized for all networks.
* Clean, user-friendly interface with minimal clutter and distractions.
* Notification and chat organization features to stay on top of conversations.
* Freemium model with premium features like advanced themes, priority call quality, and additional security options.