**Project Design Phase**

**Proposed Solution Template**

**Date:**  
27-06-2025

**Team ID:**  
[Enter Team ID]

**Project Name:**  
SocialeX

**Maximum Marks:**  
2 Marks

**Proposed Solution for SocialeX**

| **S. No.** | **Parameter** | **Description** |
| --- | --- | --- |
| 1 | Problem Statement (Problem to be solved) | Many messaging app users struggle with limited privacy features, generic designs, and fragmented experiences that require multiple apps for chatting, sharing media, and making calls. This leads to frustration, reduced engagement, and security concerns. |
| 2 | Idea / Solution Description | SocialeX is a feature-rich, secure chat platform with app lock, mood-based themes, integrated media sharing, stories, and high-quality voice/video calls—all in one app. It provides a seamless, personalized, and private communication experience. |
| 3 | Novelty / Uniqueness | - Built-in app lock with PIN/biometrics - Mood-based customizable themes - Unified chat, stories, media sharing, and calling - Smooth, low-bandwidth-optimized voice/video calls - Clean, distraction-free interface |
| 4 | Social Impact / Customer Satisfaction | - Empowers users to communicate securely and express themselves freely - Reduces the need for multiple apps - Builds trust through privacy features - Enhances emotional connection via customization and mood-based themes |
| 5 | Business Model (Revenue Model) | - Freemium model with core features free - Premium subscriptions for advanced themes, priority call quality, and extra security options - In-app purchases for theme packs or stickers - Potential brand collaborations for themed content |
| 6 | Scalability of the Solution | - Designed for global markets with multi-language support - Mobile-first approach with planned cross-platform compatibility - Modular architecture for adding new features like AI chatbots, advanced media editing, or payment integrations |