**Project Design Phase-I**

**Proposed Solution Template**

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| Date | 22 June 2024 |
| Team ID | SWTID1719933836 |
| Project Name | Connectify |
| Maximum Marks | 3 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
| 1. | Problem Statement (Problem to be solved) | Due to limited search functionality, algorithm biases, perplexing engagement metrics, complex privacy settings, and an overwhelming onboarding process, users are having trouble connecting with friends, promoting products, growing their follower base, understanding privacy settings, and onboarding. |
| 2. | Idea / Solution description | Provide a feature-rich yet user-friendly social networking platform with a search function that is easy to use, balanced content visibility algorithms, actionable engagement analytics that are clear, privacy settings that are easy to understand, and a quick onboarding procedure. Connectify is a platform that will prioritise improving user experience through intuitive navigation, insightful interactions, and strong security protocols. |
| 3. | Novelty / Uniqueness | By offering a sophisticated search function that leverages artificial intelligence to suggest connections and friends, Connectify aims to set itself apart. Fair content distribution will be ensured by our algorithm, providing equal possibilities for new producers and small enterprises alike. Furthermore, all users will have access to statistics and privacy settings thanks to a user-centric design. Gamification of the onboarding procedure will improve user retention and engagement. |
| 4. | Social Impact / Customer Satisfaction | Connectify aims to alleviate users' primary concerns and promote a more welcoming and encouraging online community. Increased user satisfaction and retention rates result from their increased sense of empowerment, security, and connectedness. Increased exposure and interaction will help small companies and content producers grow and succeed. |
| 5. | Business Model (Revenue Model) | Connectify will make money via a freemium business model, in which more complex functions are accessible through subscription plans and fundamental features are provided without charge. Targeted ads, sponsored articles, and brand collaboration programmes will be additional sources of income. The integration of a marketplace for digital goods and services will yield transaction fees and add value for users. |
| 6. | Scalability of the Solution | The system is built to grow along with the user population. High traffic levels will be supported by our architecture, and adding new features and services will be simple thanks to its modular design. Regardless of the user base, Connectify will guarantee the best possible speed and user experience by utilising cloud infrastructure and data analytics. Global expansion is also possible due to the platform's revenue model's adaptability to different areas. |