**Project Design Phase**

**Problem – Solution Fit Template**

| Date | 10-10-2025 |
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| Team ID | SWUID20250199287 |
| Project Name | Social Media App |

**Problem – Solution Fit Overview**

The Problem–Solution Fit ensures that the **Social Media App** addresses key gaps in social networking and aligns with the real needs of modern users. This validation is critical before scaling the platform.

**Purpose**

* Provide a unified platform for users to connect, share content, and interact in real-time.
* Enable seamless communication through posts, stories, and direct messaging without relying on multiple apps.
* Ensure user privacy and security while fostering engagement.
* Enhance content discovery through personalized feeds, hashtags, and trending topics.
* Improve user experience with notifications, analytics, and profile management features.

**Problem Statement**

Many users face challenges on existing social media platforms such as:

* Lack of privacy and control over personal data.
* Fragmented communication tools for messaging, posts, and notifications.
* Difficulty in discovering relevant content or connecting with like-minded users.
* Low engagement due to poor personalization of feeds and content.
* No centralized system for content management, media sharing, and performance tracking.

**Solution**

The **Social Media App**, a modern full-stack social networking platform, offers:

* End-to-end content creation and sharing including posts, images, videos, and stories.
* Real-time messaging and notifications to keep users connected.
* Personalized feed and content discovery using tags, trending topics, and user behavior.
* Profile management with customizable profiles, media galleries, and activity tracking.
* Privacy controls and secure data handling to protect user information.
* Admin tools for content moderation, reporting, and dispute resolution.
* Freemium model with premium features such as analytics, enhanced visibility, and ad-free experience.