**Project Design Phase**

**Proposed Solution Template**

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

**Proposed Solution for Social Media App**

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| **S. No.** | **Parameter** | **Description** |
| 1 | Problem Statement (Problem to be solved) | Many users face challenges in connecting with friends, sharing content, discovering relevant posts, and engaging in real-time communication. Fragmented tools, poor personalization, and lack of centralized media management lead to low engagement and user dissatisfaction. |
| 2 | Idea / Solution Description | The Social Media App is a full-stack web application (React frontend + Node.js backend) that enables users to create and share posts, interact via likes, comments, and shares, and communicate through real-time messaging. Personalized feeds, notifications, and media management enhance engagement, while admin tools ensure moderation and community standards. |
| 3 | Novelty / Uniqueness | Personalized feed with smart content recommendations based on behavior and interests  Integrated realtime messaging and notifications  Centralized media handling (images, videos, stories)  Advanced search and hashtagbased content discovery  Admin moderation and reporting system |
| 4 | Social Impact / Customer Satisfaction | Connects users globally and fosters online communities  Enables creative expression through posts, media, and stories  Enhances engagement with realtime communication and notifications  Ensures safety, trust, and content moderation for a positive experience |
| 5 | Business Model (Revenue Model) | Freemium access with optional premium features (analytics, adfree experience, profile boosts)  Inapp advertising and sponsored content  Enterprise/community plans for brands and organizations |
| 6 | Scalability of the Solution | Expandable to global markets with multilanguage support  Mobilefirst design with future support via React Native  Modular architecture for integration of features like live streaming, AI content recommendations, and enhanced media tools |