**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 26.06.2025 |
| Team ID | SWUID20240036329 |
| Project Name | Ora Social Media App |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Overview:**

The **Problem–Solution Fit** for ORA ensures that the platform directly addresses the frustrations and unmet needs of everyday social media users. ORA is designed to offer a meaningful, ad-free space where users can post, engage, and interact authentically — free from algorithmic pressure and influencer dominance. This validation is essential before scaling the product.

**Purpose:**

* Provide a **genuine and ad-free social sharing experience** for regular users.
* Create a **community-oriented platform** without viral or influencer bias.
* Support **meaningful user interaction** through comments, likes, and saved posts.
* Allow users to manage their profiles, edit/delete posts, and maintain control of their content.
* Ensure **secure authentication** and **cloud-based media handling** with a responsive design.

### **Problem Statement:**

### Many users on traditional social platforms face:

### Constant exposure to ads, trends, and influencer-focused content.

### Limited visibility of personal posts due to engagement-based algorithms.

### Lack of control over feed content and profile visibility.

### Privacy concerns and data misuse.

### Overwhelming interface cluttered with non-social features.

### Poor representation and engagement for casual or new users.

### **Solution:**

**ORA is a full-stack, community-first social media app that offers:**

* Photo post creation with caption support
* Feed system that shows all user posts in reverse chronological order
* Engagement features including like, comment, and save
* Profile management with view, edit, and delete functionality
* JWT-based secure authentication
* Cloudinary image storage and MongoDB database
* Simple, distraction-free UI using React.js and Tailwind CSS
* Modular architecture with future support for DMs, hashtags, and stories