**Project Design Phase**

**Proposed Solution Template**

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

**Proposed Solution for Freelance Finder**

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| **S. No.** | **Parameter** | **Description** |
| 1 | **Problem Statement (Problem to be solved)** | Most social media platforms today are dominated by influencer content, ads, and algorithms that reduce visibility for regular users. Casual creators feel disconnected, unseen, and discouraged to post content genuinely. |
| 2 | **Idea / Solution Description** | ORA is a MERN stack-based social media platform designed for real users. It allows users to create and share photo posts with captions, like/save/comment on posts, and view personalized feeds. All media is stored in Cloudinary, with secure authentication using JWT. |
| 3 | **Novelty / Uniqueness** | - Clean, ad-free user experience focused on connection over virality  - Posts shown chronologically instead of algorithmic feeds - Lightweight design with fast performance  - All posts/media stored securely in the cloud (MongoDB + Cloudinary)  - Built with scalability and responsiveness in mind |
| 4 | **Social Impact / Customer Satisfaction** | - Provides users a stress-free space for sharing and interacting - Encourages authentic, personal expression over popularity contests  - Empowers small communities or interest groups to grow organically  - Improves user engagement through direct and meaningful interactions |
| 5 | **Business Model (Revenue Model)** | - Free for all users initially  - Future monetization options include:  → Optional premium accounts with profile analytics  → Creator features (private posts, post scheduling)  → Minimal ad placements with user control |
| 6 | **Scalability of the Solution** | - Designed with modular components (React, Express APIs)  - Hosted via scalable platforms (Render, Vercel, MongoDB Atlas)  - Cloudinary handles image/media scalability  - Can easily extend to mobile with React Native  - Future features like chat, stories, and tagging can be added with minimal refactor |