Project Design Phase-I
Proposed Solution Template

Date	19 October 2022
Team Id	Team-591216
Project Name	Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media
Maximum Marks	2 Marks

Proposed Solution Template:

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

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	"In today's world, social media is everywhere and affects our lives in many ways. We want to understand all the good and bad things about social media. We'll look at how it affects people, how it changes what we see online, how it can affect our privacy, and what's new in the world of social media. Our goal is to learn more about the digital world to help people, policymakers, and researchers deal with the ups and downs of social media."
2.	Idea / Solution description	Social media has a significant impact on our lives, and understanding its positives and negatives is crucial. To improve, we will study people, examine content selection rules, protect privacy, stay updated on social media trends, create programs to educate users about social media, work with rules makers like governments, and empower users with control over their online activities. Our goal is to make social media a safer and more enjoyable environment, allowing users to enjoy the good and avoid the bad aspects.
3.	Novelty / Uniqueness	What makes this solution unique is that it looks at both the good and bad sides of social media. It's not just about rules or technology, but it's a bit of everything. It tries to understand how social media affects people, makes sure the rules that decide what we see are fair, keeps our private stuff safe, and watches out for new things happening on social media. Plus, it helps people learn about how to use social media safely. It also talks to the people who make the rules, like the government, to make sure they're fair. The main goal is to make social media

		better and safer for all of us, so we can enjoy the good parts and avoid the bad ones.
4.	Social Impact / Customer Satisfaction	This solution aims to positively impact our social media use. It can enhance our well-being by helping us understand how social media affects our mood and reduce stress. Additionally, it strives to combat fake news, fostering more pleasant online interactions. It emphasizes safeguarding our online privacy, promoting safe social media use through education, and giving users greater control over their online activities. Those valuing privacy and responsible social media use may favour this solution, but individuals who prefer fewer rules on social media may be less enthusiastic. The success of this solution depends on effective implementation and support from users and governments.
5.	Business Model (Revenue Model)	This can be done by providing advice to companies, making and selling educational programs, analyzing data about social media, selling tools to protect user privacy, and offering user empowerment tools. Additionally, it can involve collaborating with companies and organizations who want to support a safer social media environment through advertising and sponsorships. This business will need to balance making money with doing good, following the right rules, and meeting the needs of social media users.
6.	Scalability of the Solution	The solution focuses on improving social media by studying its impact, advocating for privacy, and educating users. Its scalability allows for expansion of educational programs, policy changes, collaboration with governments, and monitoring trends. It empowers users with control over their online activities, making it relevant for various levels of application.