

Project Design Phase-I
Proposed Solution Template

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| Date | 19 September 2022 |
| Team ID | Team-591233 |
| 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) | What are the effects of Social media platforms? Discussing the pros and cons of social media |
| 2. | Idea / Solution description | <ul style="list-style-type: none">• To balance out negative content, promote the creation and sharing of uplifting, educational, and inspirational content.• Put strict anti- cyberbullying procedures in place on social networking sites, including reporting tools and prompt policy enforcement.• Track and restrict screen time using digital wellness tools and applications to assist people in limiting excessive use. |
| 3. | Novelty / Uniqueness | Uniqueness in our platform is the short video format and its ability to make creator content on the go. |
| 4. | Social Impact / Customer Satisfaction | Very positive |
| 5. | Business Model (Revenue Model) | Providing companies advertising rights for a fee each time a user interacts with an ad |
| 6. | Scalability of the Solution | This product reach to millions who are connected to the internet age groups ranging from 15-50 |