**1. Problem Statement & Objective**

**What are you trying to solve?**

* *Goal*: You need to clearly define the problem your social media management platform addresses.

**Evaluation**:  
A social media management tool should have a clear problem statement that resonates with real-world issues faced by users (like businesses, influencers, marketers). If your project is about helping users manage multiple accounts or improving analytics/reporting, that’s a well-defined problem.

**Questions to consider**:

* Who exactly are your users (e.g., small businesses, influencers, agencies)?
* What specific pain points are they facing (time management, lack of analytics, poor user interfaces in current tools)?
* Why are existing tools insufficient?

**Verdict**: If you can nail down a specific pain point (e.g., scheduling, reporting, engagement tracking, or a gap in current tools), it’s a strong start. Focus on **narrowing down the scope** so you can prove it’s a problem worth solving.

**2. Feasibility**

**Can you build it in the time you have, and do you have the required skills?**

* *Goal*: Determine if the project is achievable with the tools and resources you have available.

**Evaluation**:  
Social media platforms and APIs (like Facebook, Instagram, Twitter, LinkedIn) have their own technical requirements. While you’re looking at web development, your tool may need to integrate with third-party APIs, handle authentication, schedule posts, generate reports, etc.

**Questions to consider**:

* Do you have the skills in front-end development (React, Angular, Vue.js) and back-end (Node.js, Django, Flask, etc.)?
* Do you have knowledge of integrating with third-party APIs (like social media APIs)?
* How familiar are you with databases and cloud storage for managing data (e.g., Firebase, MongoDB, SQL)?

**Verdict**: If you’re already comfortable with web dev and APIs, this project is feasible. But if you need to upskill in certain areas (like API handling or complex data analysis), you should allocate time for learning.

**3. Innovation / Unique Selling Point (USP)**

**What makes your tool stand out from other social media management platforms?**

* *Goal*: Identify the feature or angle that gives your tool a competitive edge.

**Evaluation**:  
The market for social media management tools is crowded (Buffer, Hootsuite, Sprout Social, etc.). To stand out, you need something different or better.

**Questions to consider**:

* What is the unique feature or value proposition that current platforms don’t offer?
* Are you focusing on something more specific (e.g., automation, analytics, AI-driven post suggestions)?
* Can you focus on a niche market (e.g., tools specifically for micro-influencers, local businesses, or content creators)?

**Verdict**: If you’re tackling a niche or introducing an innovative feature (e.g., advanced analytics, AI-powered insights, post optimization based on trending data), it’s a solid USP. Without a unique angle, it might be harder to justify why someone would switch from existing tools.

**4. Scope of the Project**

**How big is the project, and can you deliver it within the given timeline?**

* *Goal*: Define a manageable scope so that you can finish the project on time and meet all FYP requirements.

**Evaluation**:  
Social media management tools can be massive—full scheduling, content creation, analytics, and engagement. But for FYP, you may need to **narrow the scope** to a particular feature that’s both useful and achievable.

**Questions to consider**:

* Are you aiming for a full platform, or will it be a prototype?
* Could you focus on just one major feature, such as a post scheduler or an analytics dashboard?
* Can you deliver a working prototype with limited functionality but scalable potential?

**Verdict**: It’s probably best to focus on a **specific feature** (like post scheduling, user analytics, or cross-platform posting) to keep the scope reasonable. A full-fledged tool might be too much to build in the time allowed.

**5. Technical Approach & Tools**

**What technologies and tools will you use?**

* *Goal*: Choose the right technologies for the project, balancing complexity with feasibility.

**Evaluation**:  
You’ll need to make decisions about both front-end and back-end technologies. Since it’s a web-based tool, think about:

* **Frontend**: React.js, Vue.js, or Angular for a dynamic UI.
* **Backend**: Node.js (Express), Django, or Flask for server-side functionality.
* **Database**: MongoDB, PostgreSQL, or Firebase for managing user data.
* **Social Media APIs**: You’ll need to integrate with APIs like Facebook Graph API, Twitter API, or Instagram Graph API to pull data or post content.

**Questions to consider**:

* Are these technologies within your expertise?
* Do you have the ability to integrate with APIs securely, handling tokens and authentication?
* Can your chosen stack handle real-time data or batch processing (e.g., scheduling)?

**Verdict**: If you’re comfortable with modern web technologies (front and back-end), you can move ahead with those. Make sure to choose a tech stack that matches your skills and doesn’t overcomplicate the project.

**6. Timeline & Milestones**

**Can you break down the project into achievable phases?**

* *Goal*: Plan the project in phases with clear milestones to track your progress.

**Evaluation**:  
Depending on the length of your FYP timeline, you’ll need a realistic breakdown. If you’re building a social media management tool, here’s how you might phase it out:

* **Phase 1**: Research & Planning (2-3 weeks) – Define features, tools, and user needs.
* **Phase 2**: Design & Prototyping (4-5 weeks) – UI/UX design, basic prototype.
* **Phase 3**: Development of Core Features (6-8 weeks) – Build and test key features.
* **Phase 4**: Final Touches & User Testing (3-4 weeks) – Refining and feedback.
* **Phase 5**: Final Report & Presentation (2-3 weeks) – Documentation and presentation prep.

**Questions to consider**:

* Is your timeline realistic for each of these phases?
* Do you have buffer time for setbacks?
* Will you have enough time to test and iterate based on feedback?

**Verdict**: As long as you break the project into smaller, manageable chunks, it’s doable. The timeline needs to be realistic, so try to avoid being overly ambitious.

**7. Research & Literature Review**

**What do existing tools offer, and what are the gaps in the market?**

* *Goal*: Understand the competition and identify areas of improvement or innovation.

**Evaluation**:  
A solid research section will show your understanding of existing tools, identifying both their strengths and weaknesses. This helps you pinpoint what features to prioritize in your project.

**Questions to consider**:

* Have you reviewed and compared popular tools like Hootsuite, Buffer, and Sprout Social?
* What features or functionalities are lacking in these tools that could be your opportunity?
* Have you explored user reviews and case studies to better understand real-world needs?

**Verdict**: Solid research will show that you understand the industry and the gaps in current solutions. This foundation helps validate the need for your tool.