­**Ideation Phase**

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| --- | --- |
| Date | 30 june 2025 |
| Team ID |  |
| Project Name | Social media mern app |
| Maximum Marks | 4 Marks |

**Project Vision**

**SocialeX** is envisioned as a **modern, scalable social media platform** designed for seamless interaction, community building, and self-expression. The app aims to deliver a clean, engaging user experience, with features inspired by leading platforms like Instagram, Twitter, and Reddit — yet focused on minimalism, speed, and personal growth.

**🎯 Objectives**

* Enable users to **create, share, and interact** through posts, likes, and comments.
* Build a **responsive and dynamic UI** with smooth navigation and real-time feedback.
* Ensure **secure authentication** and privacy-focused profile management.
* Create a **modular and extensible backend** to allow easy future scaling.
* Provide a clean, distraction-free alternative to ad-heavy platforms.

**🧑‍💻 Target Users / Personas**

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| --- | --- |
| **Persona** | **Description** |
| 💬 Creators | Young professionals or students who want to post ideas, photos, or updates. |
| 👀 Lurkers | Users who prefer scrolling through feeds without posting. |
| 🛠️ Builders | Devs/designers who want an open-source or hobby platform for experimentation. |
| 🧑‍🎓 Learners | College students building networks and showcasing personal projects. |

**💡 Feature Brainstorming**

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| --- | --- |
| **Category** | **Feature Ideas** |
| Core Social | Post creation, image uploads, likes, comments |
| User Identity | Profile picture, bio, follower/following |
| Discovery | Explore feed, trending posts, search |
| Notifications | Like/comment alerts, follow alerts |
| Content Control | Edit/Delete posts, report feature |
| Optional Addons | Reposts, Stories, Polls, Reactions |

**🔍 Market Gap & Differentiation**

* Focused on **speed and minimalism** over bloated UIs.
* Fewer distractions: No ads, no content overload.
* Open-source friendly — built as a learning and contribution platform.
* Modular codebase: Developers can fork and customize easily.

**🧠 Technology Justification**

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| **Layer** | **Choice** | **Reason** |
| Frontend | React.js | Component-based, fast, popular |
| Styling | Tailwind CSS | Utility-first, highly customizable |
| Backend | Node.js + Express | Fast and scalable for API services |
| Database | MongoDB | Schema-flexible, document-based, perfect for posts/comments |
| Auth | JWT | Stateless, secure authentication |
| Hosting | Vercel + Render | Seamless CI/CD and cloud deployment |

**📌 Success Metrics**

* Successful registration/login flow.
* Post creation + real-time feed updates.
* Ability to like/comment with UI updates.
* Mobile-friendly design.
* Clean GitHub documentation and walkthrough video.