Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 30 May 2025 |
| Team ID | SWUID20250172439 |
| Project Name | Social Media App |
| Maximum Marks | 4 Marks |

**Step-1: Team Gathering, Collaboration and Select the Problem Statement** Our team collaborated to identify pain points in current social media platforms. We selected the core problem statement: 'Users struggle to collaborate, communicate, and share securely on mainstream platforms due to lack of real-time features and weak privacy enforcement.'

# Step-2: Brainstorm, Idea Listing and Grouping

We brainstormed and grouped ideas into key functional areas of the SocialEx platform:

* Real-time Messaging and Collaboration
* Content Saving and Bookmarking
* Stories and Interactive Engagement
* Privacy & Data Security
* Explore & Connect Feature

Detailed Ideas:

1. Implement socket.io for real-time messaging and notifications.
2. Add a 'Save Post' feature to bookmark posts for later use.
3. Enable ephemeral content via stories (images, videos, text).
4. Use end-to-end encryption for private messages and media.
5. Create an explore tab using trending algorithms to promote engagement.

# Step-3: Idea Prioritization

We prioritized the ideas based on the following criteria:

* + User Impact
  + Technical Feasibility
  + Innovation Potential

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| Idea | User Impact (1-5) | Feasibility (1-5) | Priority Score (Impact × Feasibility) |
| Real-time messaging via socket.io | 5 | 4 | 20 |
| Post saving/bookmarking | 4 | 5 | 20 |
| Ephemeral stories | 4 | 4 | 16 |
| End-to-end message encryption | 5 | 3 | 15 |
| Trending-based explore feature | 3 | 4 | 12 |