Project Design Phase Proposed Solution Template

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| Date | 26-06-2025 |
| Team ID | SWUID20250172439 |
| Project Name | Social Media App |
| Maximum Marks | 2 Marks |

Proposed Solution for SocialeX

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| **S.**  **No.** | **Parameter** | **Description** |
| **1** | **Problem Statement** | Users lack real-time chat, secure media sharing, and unified posting formats; current social tools are fragmented—no end- to-end platform combining text posts, stories, uploads, and instant connectivity. |
| **2** | **Idea / Solution Description** | SocialeX is a MERN-stack web app supporting text/image posts, 24‑ hour stories, real-time chat & notifications, JWT auth, and Firebase media uploads—backed by a modular Node/Express backend and React frontend. |
| **3** | **Novelty / Uniqueness** | - Instant Socket.io chat and notifications- Ephemeral stories with auto-expiry- Secure Firebase media management- JWT- secured authentication- Comprehensive user search and dynamic feed filters |
| **4** | **Social Impact / Satisfactio n** | - Enables instant, rich social interaction- Promotes authentic user connection via real-time engagement- Encourages content sharing and discovery- Builds trust with ephemeral stories and secure logins |

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| **5** | **Business Model (Revenue)** | - Freemium tier for basic posting & viewing- Subscription upgrades for analytics and story boosts- Enterprise plans for brand pages and promotion analytics |
| **6** | **Scalability** | - React modular frontend → React Native mobile in future- Backend API scales across microservices- Multi-tenant-ready for languages/currencies- Supports plug-and-play: AI, video calls, and advanced media features |