

**Submitted by:**

* Muhammad Anoosh(081)
* Usama hanif (100)

**Submitted to:**

* Mr.Waqas Ahmed

**Course:**

* Software Construction and Development (SCD)

**Batch/Section:**

* F-21-BSSE-5B

**Topic:**

* Project Proposal.

**Project Name**:

Sociopidea (Social Media App)

**Background/Introduction:**  
In today's hyper-connected world, where digital interactions have become an integral part of our daily lives, the emergence of social media platforms has revolutionized the way we connect, communicate, and share experiences. Social media apps have redefined the boundaries of human connectivity, allowing individuals from diverse backgrounds and geographies to come together in virtual spaces. Let’s delve deeper into the fascinating world of social media apps, where connections are made, ideas are shared, and the virtual and real worlds intersect.

**Problem Statement**

1. **Privacy and security concern**: Users worry about their personal information being mishandled or shared without consent. Incidents of data breaches and misuse have eroded trust in social media platforms.
2. **Fake news and Disinformation**: Social media apps have become breeding grounds for the rapid spread of fake news and disinformation.
3. **Platform Authenticity and Trust**: Establishing trust in an era of deep fakes and misinformation is crucial

**Current Situation and Opportunity Statement**

1. **Content Quality and Safety:** An opportunity exists to create an environment where high-quality content is promoted, and safety measures effectively combat misinformation, harassment, and hate speech.
2. **Global Expansion:** Expanding into markets with growing internet penetration presents opportunities for tapping into new user bases.
3. **Privacy-Centric Approach:** There's a growing demand for platforms that prioritize user privacy and data security. Developing robust privacy features can be a competitive advantage.

**Option and Recommendation**

Option 1:”Social Connect”

**Description:** Develop a platform dedicated to connecting users with diverse social experiences and communities. This platform would allow users to explore and engage with a wide range of social activities, from interest-based groups and events to educational workshops and cultural exchanges. Users can connect with local hosts and fellow enthusiasts to create meaningful, real-world connections.

**Benefits:**

* Encourages social interaction and community building.
* Provides opportunities for users to explore their interests.
* Fosters cultural exchange and learning.
* Promotes offline, real-world connections.

Option 2: “Streamline Social”

**Description:** Create a social media platform with a streamlined focus on core social networking features. This platform would prioritize user profiles, friend connections, and user-generated content like posts, photos, and videos. It aims to simplify the social media experience, eliminating distractions and additional features.

**Benefits:**

* Offers a straightforward, user-friendly social networking experience.
* Focuses on core social interactions and connections.
* Reduces clutter and information overload.
* Provides a clean and intuitive user interface.

**Recommendations:** We recommend pursuing "Option 1: Social Connect" as it aligns with our vision of promoting diverse social experiences and meaningful connections. This option caters to a broader audience interested in exploring various social activities and connecting with like-minded individuals and local communities.

**Schedule Estimate**

Completion Time: 4 Months  
  
**Github link:**

https://github.com/zainz001/sociopidea-backend