News Buddy

Presenter: Team Middle Earth

Team Middle Earth

Adithya
First-year student.
Interested to learn and
work with AI.

Shwethaa
Working professional, has
knowledge in various
aspects of AI.

Team Mentor : Koyelia Ghosh Roy

https://github.com/AdithyaRajagopalan24/genAIhackathon
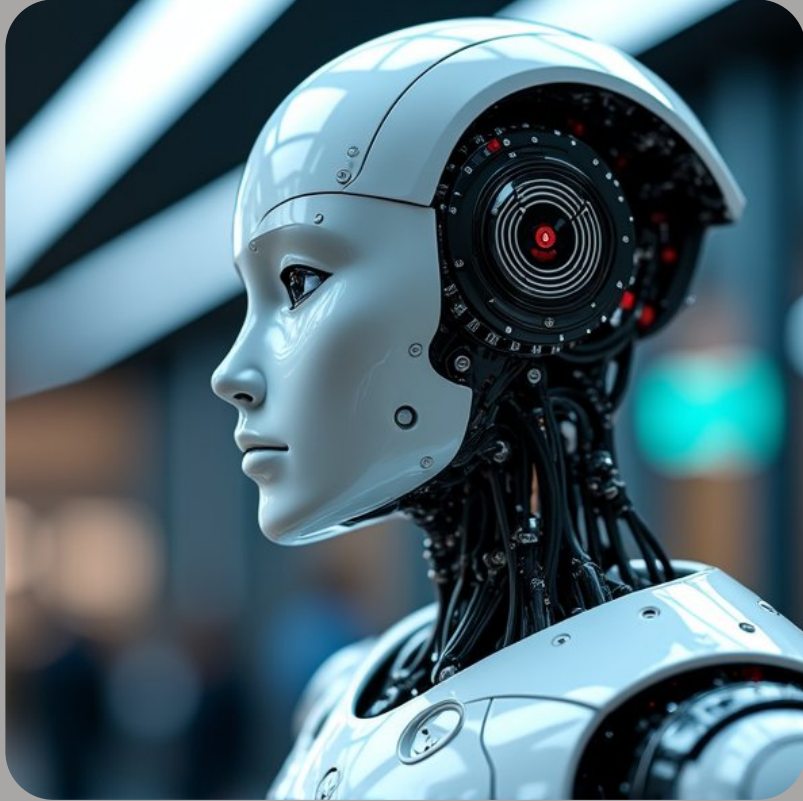https://github.com/shwethaar/NewsBuddy

Information Overload in News Consumption

Cognitive Strain on Consumers

The overwhelming influx of diverse news sources leads to cognitive strain, where consumers struggle to filter relevant information, resulting in superficial understanding and increased susceptibility to misinformation.

Introduction to News Buddy
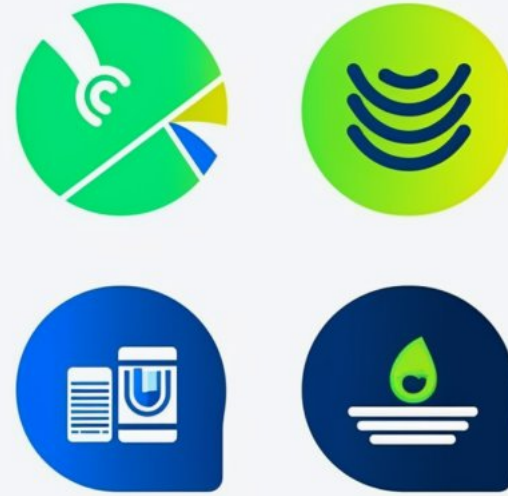

Innovative News Management
News Buddy leverages advanced RAG technology to provide users with tailored news summaries, effectively combating information overload and enhancing user engagement with current events.
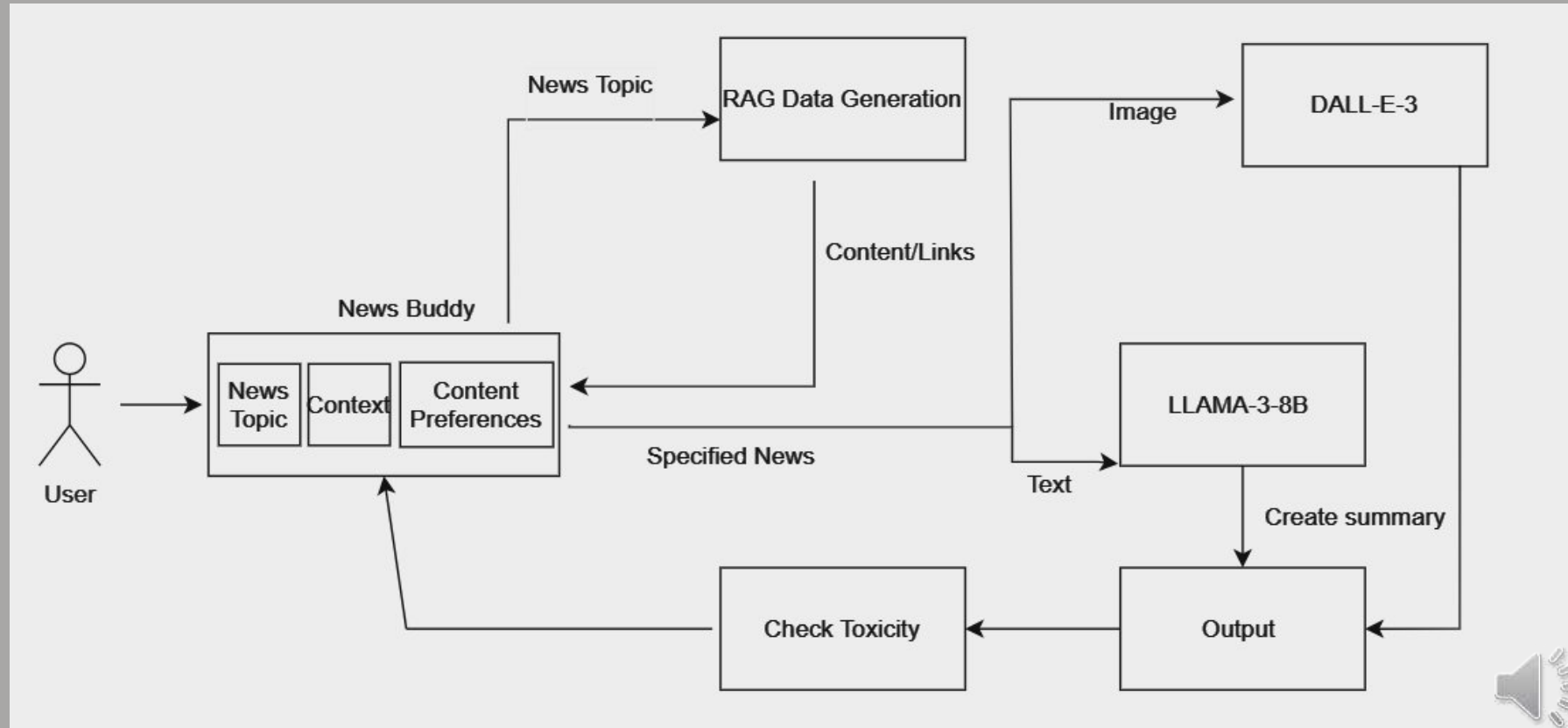
Aggregation, Summarization, and Visualization

Holistic News Experience

News Buddy integrates aggregation, summarization, and visualization to create a seamless user experience, allowing individuals to efficiently navigate complex news landscapes while gaining diverse insights and maintaining engagement through interactive data representation.

Solution Approach

How News Buddy Enhances User Experience

Tailored User Engagement

News Buddy's personalized news feed adapts to individual preferences, ensuring users receive content that resonates with their interests. This customization not only enhances user satisfaction but also encourages deeper engagement, allowing users to stay informed without the distraction of irrelevant information.

Streamlined Information Processing

The efficient summarization feature of News Buddy transforms lengthy articles into concise summaries, saving users time and improving comprehension. This capability is particularly beneficial for professionals and students, enabling them to quickly grasp essential information and make informed decisions based on current events.

Project Demo

News Buddy

Select your country:

India

Choose the category of news:

General

Choose your preferred language:

English

Content

What news are you looking for today?

Type your request here...

Fetch News

News

News will be displayed here.

Content

Generated content will be displayed here.

Project Demo

Project Demo

Project Demo

News Buddy

Select your country:

India

Choose the category of news:

General

Choose your preferred language:

English

Content

What news are you looking for today?

Type your request here...

Fetch News

News

News will be displayed here.

Content

Generated content will be displayed here.

Section 2

Market Potential and Implementation

Who Can Benefit from News Buddy?

01

General Consumers' Needs

News Buddy simplifies news consumption for everyday users by filtering and summarizing vast information, allowing them to stay informed without feeling overwhelmed by excessive content.

02

Professional Insights

Business professionals can utilize News Buddy to access industry-specific news and trends, enhancing their decision-making processes and keeping them competitive in their respective fields.

03

Academic Resource

Students and educators can leverage News Buddy for efficient research and classroom discussions, as it provides concise summaries of relevant news, fostering critical thinking and informed dialogue.

Technical Aspects and Challenges

Technical Aspects -1

Searchapi SERP API has been used to search up news pertaining to user's request.
RAG Architecture is implemented, wherein the LLM reads news domain-specific data returned from the SERP API, in order to generate social media content.

Technical Aspects-2

Groq usage to send prompt to Llama-3-8B-8192 model for summarisation of news, and generation of content for a social media post (LinkedIn, Twitter, X, Instagram) as requested.
OpenAI DALL-E-3 to generate images related to the news chosen by the user.

Challenges Faced

With the toolchain being latest in the market, technologies and concepts had to be learnt from scratch. Groq's simple interface and configuration made it easy to work on this project.

Making News Buddy Sustainable

01

Target Market

- The project's main target audience is the Millennials. It also aims to help Gen Z adapt by providing a fast way to obtain information on the latest news.
- The target audience size is at least 800 million, in India alone.

02

User Feedback Integration

- Regularly gather and analyze user feedback to refine pricing strategies and feature offerings, ensuring alignment with customer expectations and market trends, which fosters loyalty and long-term engagement.

03

Competitive Positioning

- Produce subscription plans.
- Subscription based output.
- E.g. Text generation for basic plan, text and image for advanced, and so on.
- Enable users to export past chat history.
- Parameterise storage of past history, which is also linked with user

Thank You