

Project Design Phase-I
Proposed Solution Template

Team ID	BM-Project-15956-1659606347
Project Name	News Tracker Application

PROPOSED SOLUTION:

S NO	PARAMETER	DESCRIPTION
1.	Problem Statement (Problem to be solved)	<ul style="list-style-type: none">There are multiple news-sharing apps used by a single user and are often spammed with notifications. There is also a lot of fake news which gets shared. A news-sharing app wants to help users find relevant and important news easily every day and also understand explicitly that the news is not fake but from proper sources.
2.	Idea / Solution description	<ul style="list-style-type: none">One app not accommodating both the local and world news might create a requirement for different apps.The titles are very catchy, but the content is not very relevant.Young people don't read news from apps, usually depend on social media only.Users don't want to spend time reading the entire content. They need short and crisp news.
3.	Novelty / Uniqueness	<ul style="list-style-type: none">"Thunder headlines" where they get a custom feed of a quick 2 min overview of the news based on their interests and preferences.
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none">Assuming that different age groups would have different interests, apps can collate content concerning different age groups or especially have age-identified sections for the younger audience who might not be interested in politics, business.The news apps are introducing a reel-like display of news, so they can give a social media-like experience to the users. This could attract young adults who are mostly using common social media apps.

		<ul style="list-style-type: none"> Based on our assumptions, we think users might be getting more annoyed by the constant ads while reading the news. We are yet to find more info for solving this.
5.	Business Model (Revenue Model)	<ul style="list-style-type: none"> Nowadays, news apps are spamming notifications with a lot of irrelevant news. News apps are providing the TOP STORIES section to help the users to know about the top news. The news apps have started to give different news from different newspapers and news channels. News apps have started to show more Ads on their content to generate revenue.
6.	Scalability of the Solution	<ul style="list-style-type: none"> The solution is highly scalable as we use android application. Many users complained of a complex UI and complicated categorization, which made it difficult to find what they were looking for. Some users prefer discussions or interactions about the news they read with others or on the app itself.