Project Design Phase-I

Proposed Solution

Date	28 September 2022
Project Name	News Tracker Application
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Team Id	**PNT2022TMID17328**

Proposed Solution:

S.No.	Parameter	Description
1.	**Problem Statement (Problem to be solved)**	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. 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	The total value of global consumer send on mobile apps amounted to 70 billion US dollars as of the 4th quarter of 2021 which is up by more than eight percent compared to the corresponding quarter in 2020. We exist in an era where there is an app for everything. While technology advancements are taking place every day, there is a wider scope of building innovative apps that solve problems and become a part of our day-to-day life.
3.	Novelty / Uniqueness	The best way to highlight the novelty in your study is by comparing it with the work that was done by others and pointing out the things that your study does which was never done before. In the Discussion section, discuss the findings of the previous studies and specifically mention what new observation or insight was generated through your study results. In the Conclusion section, clearly, mention how your study advances the knowledge in the field
4.	Social Impact / Customer Satisfaction	Mobile devices have changed the way everyone lives. Here is a list of some amazing Social Good apps that can be used for a variety of different things. Some of theses apps can be used on a day to day basis, others can be used for research, and some can be used to educate. No matter the reason, these mobile apps gives you the ability to stay consumer conscious and socially involved in every facet of your life.
5.	Business Model (Revenue Model)	**Types of news apps** Until recently, there were two types of apps for reading, listening, and viewing news published by newspapers: news feed apps and e-paper apps.

Newsfeed apps

Newsfeed apps are apps in which a continuous stream of news items (the feed) is published. These articles mainly consist of text and photography, regularly supplemented with video, audio, or interactive elements (statistics, etc.). The news articles offered can be free, paid, or a combination of the two.

E-paper apps

Apps that contain digital versions of printed newspapers or magazines are called e-paper, or "replica" apps. With a few exceptions, most e-paper apps require payment for a digital copy. These can often be purchased via the counters from Apple and Google and most of the time, existing subscribers need to log in to access the daily e-newspaper. The newspaper articles can typically only support flat files of static pictures and text.

Changing revenue model

The fact that we now see that more and more newspapers are choosing to merge both apps is mainly due to a changed connection between the two sources of revenue of publishers: that of the reader and advertiser market. Roughly ten years ago, the prevailing idea was that consumers would not pay for online news and that publishers' internet revenues should therefore come purely from advertising income.

Feed (L) and e-paper (R)

In recent years, publishers have become aware that sale of online advertisements cannot generate enough revenue to survive. Thanks to start-ups like Blendle, an important Dutch pioneer of paid online journalism, paying for online content has become ordinary behaviour for consumers.

		A process that has been strengthened further by the pandemic. A very positive development that we could not have imagined, 15 years ago. With this move, it is only natural that the news feed has grown into the e-paper. A good thing for readers who only find one app in the stores of their favorite news brand.
6.	**Scalability of the Solution**	Application scalability refers to the capacity of an app to handle growth, especially in handling more users and evolving concurrently with your business needs. In simple terms, scalability is your application's ability to handle a growing user base without affecting the user experience and the app's performance. That means your applications' infrastructure needs to be able to support a large number of requests per minute (RPMs). Each user interacting with your application generates a request to your backend — the backend should process that request with a minimum delay. A highly scalable app efficiently manages many requests at once, delivering seamless experience