

Project Design Phase-I
Proposed Solution Template

Date	29September2022
Team ID	PNT2022TMID33309
ProjectName	Project-News Tracker Application
MaximumMarks	2 Marks

ProposedSolutionTemplate:

Projectteamshallfillthefollowinginformationinproposedsolutiontemplate.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	News organizations whose mobile apps only provide users with their articles or videos are missing a big opportunity. An application, by definition, should be applied to perform a task, to solve a problem. Most news doesn't do that. Rather than just feed readers recent stories you wrote <i>about</i> their problems, apps can provide tools and data that enable users to actually <i>solve</i> their problems. When you solve problems, you get more loyal users and a chance to make more money.
2.	Idea/Solution description	Start with an audience-first focus. Instead of thinking about what your organization produces (news articles) and how to fit that into an app, start from scratch and consider your audience. Who are they, and what problems do they face? Use your imagination, do some role playing with colleagues, and actually talk to some real people.
3.	Novelty/ Uniqueness	Building mobile tools with data isn't as easy as importing an XML feed of your latest headlines. But if you're going to spend thousands of dollars developing a mobile app anyway, you might as well spend a little more to build a real application that helps solve problems and makes advertisers take notice.
4.	SocialImpact/ CustomerSatisfaction	These apps are all about solving problems and enabling the user to take an action — go to this bar, shop at that boutique, rent this apartment. These are the apps that build loyal audiences because they help people get things done instead of just presenting another thing they feel obligated to do (keep up with news stories). That is valuable not only for users, but for advertisers as well.
5.	Business Model (Revenue Model)	Building mobile tools with data isn't as easy as importing an XML feed of your latest headlines. But if you're going to spend thousands of dollars developing a mobile app anyway, you might as well spend a little more to build a real application that helps solve problems and makes advertisers take notice.

6.	Scalabilityofthe Solution	News tracker application can handle data across machines and data that will not fit into memory. It supports clusters and can handle machine failures, rebuilding machines easily.
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