

Project Design Phase-I
Proposed Solution Template

Date	19 September 2022
Team ID	PNT2022TMID51641
Project Name	Project – NEWS Tracker Application
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	1. Unable to know the NEWS without internet 2. Not able to hear NEWS when working 3. Identification Personal preference
2.	Idea / Solution description	1. Notification of Important NEWS through SMS 2. Enable Audio option 3. Using ML algorithm
3.	Novelty / Uniqueness	1. SMS notification 2. ML algorithm
4.	Social Impact / Customer Satisfaction	1. The world to your doorstep 2. Accessible in Various Language 3. Cheapest in per capita viewing 4. Upgrades Vocabulary and Grammar 5. Simple to Access and Read

5.	Business Model (Revenue Model)	<table><tr><th></th><th>Empirical findings</th><th>International Newspaper</th><th>The Interpress</th><th>Community Micronews</th><th>Local Newspaper</th></tr><tr><td>Customers</td><td>Nicemarketing, readers Nichemarketing, advertisers Customer reading habits</td><td>Global, brand-aware readers Global advertisers "Global readers" Anytime, anywhere</td><td>Global readers Global and local advertisers Source awareness Anytime, anywhere</td><td>Community readers Community advertisers Local awareness Traditional, routine readers</td><td>Regional readers Regional advertisers Dedicated readers</td></tr><tr><td>Competition</td><td>Content Time Distribution</td><td>Other int. media houses 24/7 Distribution ownership</td><td>Local + global newspapers 24/7 Distribution network</td><td>Morning Distribution network</td><td>Other local newspapers Regularity Distribution ownership</td></tr><tr><td>Offering</td><td>Price model Device features Content features</td><td>Price premium Prestigious devices Uptodate worldnews</td><td>Reader price pressure Advertising price premium News wholesale Standard device Uptodate worldnews</td><td>Low price Standard device Extremely local news and ads</td><td>Subscription rate Branded device Local news and ads</td></tr><tr><td>Activities and Organization</td><td>Distribution Editorial workflow Advertising workflow New activities</td><td>Supply chain mgmt 24/7 Global advertisers</td><td>Provider relations 24/7 Differentiated advertising Umbrella branding Legal functions</td><td>Local provider relations One edition Micro advertising New mediator roles Umbrella branding</td><td>Owner of distribution Several editions Local and national advertisers New mediator roles</td></tr><tr><td>Resources / Factor market interaction</td><td>Journalism Advertising skills Perceived credibility</td><td>Well recognized journalists Global brand name Additional channel Serious journalism</td><td>Source reach Global and local brands Advertising networks Recognized wholesaler</td><td>Community journalists Multimedia journalists Local brands Local relations, small firms Authenticity</td><td>Multimedia journalists Local and national advertisers Additional channel Established brand</td></tr></table>		Empirical findings	International Newspaper	The Interpress	Community Micronews	Local Newspaper	Customers	Nicemarketing, readers Nichemarketing, advertisers Customer reading habits	Global, brand-aware readers Global advertisers "Global readers" Anytime, anywhere	Global readers Global and local advertisers Source awareness Anytime, anywhere	Community readers Community advertisers Local awareness Traditional, routine readers	Regional readers Regional advertisers Dedicated readers	Competition	Content Time Distribution	Other int. media houses 24/7 Distribution ownership	Local + global newspapers 24/7 Distribution network	Morning Distribution network	Other local newspapers Regularity Distribution ownership	Offering	Price model Device features Content features	Price premium Prestigious devices Uptodate worldnews	Reader price pressure Advertising price premium News wholesale Standard device Uptodate worldnews	Low price Standard device Extremely local news and ads	Subscription rate Branded device Local news and ads	Activities and Organization	Distribution Editorial workflow Advertising workflow New activities	Supply chain mgmt 24/7 Global advertisers	Provider relations 24/7 Differentiated advertising Umbrella branding Legal functions	Local provider relations One edition Micro advertising New mediator roles Umbrella branding	Owner of distribution Several editions Local and national advertisers New mediator roles	Resources / Factor market interaction	Journalism Advertising skills Perceived credibility	Well recognized journalists Global brand name Additional channel Serious journalism	Source reach Global and local brands Advertising networks Recognized wholesaler	Community journalists Multimedia journalists Local brands Local relations, small firms Authenticity	Multimedia journalists Local and national advertisers Additional channel Established brand
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6.	Scalability of the Solution	The website/app attendance limit must be scalable enough to support 200,000 users at a time.																																				