

**Project Design Phase-I**  
**Proposed Solution Template**

Date	19 September 2022
Team ID	PNT2022TMID24898
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)	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 about their problems, apps can provide tools and data that enable users to actually solve their problems. When you solve problems, you get more loyal users and a chance to make more money. Here's how.
2.	Idea / Solution description	An effective and unified communications strategy requires you to share the right information at the right time. Whether it's a weekly newsletter, daily round-up, or a real-time breaking news alert, our suite of Strategic PR tools is designed to make sharing knowledge across your organization quicker and easier than ever before. Built on top of our intuitive search functionality, Signal AI's news tracking and reporting capabilities keep you up-to-date in real-time while empowering you to create, schedule, and distribute content in a format that best suits your audience.
3.	Novelty / Uniqueness	Multisource web news portals provide various advantages such as richness in news content and an opportunity to follow developments from different perspectives. However, in such environments, news variety and quantity can have an overwhelming effect. New-event detection and topic-tracking studies address this problem. They examine news streams and organize stories according to their events; however, several tracking stories of an event/topic may contain no new information (i.e., no novelty). We study the novelty detection (ND) problem on the tracking news of a particular topic.

4.	Social Impact / Customer Satisfaction	Effective expense tracking and reporting to avoid conflict. As a project manager or business owner, you can set clear policies for the expense types and reimbursement limits to avoid misunderstandings are about costs. Tracking the project expenses by asking team members to provide receipts is helpful to avoid conflict and maintain compliance also. An excellent reporting mechanism is extremely helpful to support the amount to be reimbursed to your team and also invoicing to your customer. Tracking the amount of money spent on the projects is important to invoice customers and determine the cost & profitability analysis when your company is providing services to another company. On the other hand, expense tracking or internal project is important for cost and ROI calculation.
5.	Business Model (Revenue Model)	A business model is a fundamental strategy for a company that outlines how the organization generates profits. When creating a new company, professionals design a business model to explain their ideas to investors better and develop a set of goals to reach. Learning more about business plans can help you improve your skills and knowledge if you're a business professional. Business models enable you to create value from new ideas. While it's important to have ideas for your products and services, you also need to answer key questions on how to take these ideas to the next step—all of which a business model can help. A revenue model is a framework or outline for how a company plans to generate income. The business model should identify income sources a company intends to pursue.
6.	Scalability of the Solution	Our operations team relies on Salesforce pretty heavily, given that it's a platform that can be built to meet your team's specific needs and integrates with a lot of different third-party tools. Through Salesforce, we've been able to automate different points of communication in our customer journey and have automated the scheduling and carrying out of tasks across our funnel. We're now even starting to explore robotic process automation to help us automate any lengthy manual task the team has to carry out. That question is the foundation for scalability and allows us to identify places where automation might be detrimental to the experience of our customers as well as drive alignment on the path forward. Another thing I like to think about is how to make a tool be as self-serving as possible so we don't need to keep bothering the engineering team to make tweaks as we learn more about user behavior or as the scope expands. This isn't always possible, but it's definitely something important to keep in mind.