NEWS TRACKER APPLICATION

PROBLEM STATEMENT:

•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 .

Why this?

Among all the choices given to us, why did we choose this? Logically speaking, we, as a team, felt that the industry has a wide audience range from which we could benefit. And well melodramatically speaking, as rare users of the news app, we wondered about all the problems users were facing in this area. We felt that news apps are used by a majority of the population but still might be a neglected space.

I personally felt that since almost everyone has a news app these days, this topic would have great research potential and we would actually be covering real problems faced by users.

Problem boundaries:

- Fake news and information

- No feedback and comment section

- No Sharing option

- Instant Notifications

💡 Features of our Product:

1. Personalization Page
   First-time users will get an option to answer a few questions based on which the app customizes the Feed of the user. The users can also edit their customization over the content whenever they want.

2. Discussion Rooms
   Users will have an option to join category-based discussion rooms via Chat Room or Audio Room. So that they can participate and have a discussion or debate over a piece of certain news or a news category.

3. Paid Premium Plans
   For the users who want to stop the advertisements that come up while using the apps, they can upgrade to a Paid Premium Plan. However, if users are not

willing to pay, they can also get upgraded if they :

— Invite their friends onto the platform, or

— Rate the product on the play store

4. Personalized Notifications

— Users can set a timer on what time they want to receive the notifications from the app.

— They can prioritize the notifications by choosing the categories.

— They can also decide the number of notifications they want to receive per day.