Project Design Phase-1

## Proposed Solution Template

| Date | 19 September 2022 |
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| Team ID | PNT2022TMID24457 |
| Project Name | NEWS TRACKERS APPLICATION |
| Maximum Marks | 2 Marks |

Proposed solution Template :

| S.NO | PARAMETER | DESCRIPTION |
|---|---|---|
| 1. | Problem statement | In our daily life, we come across various events of local as well as national importance, and to know it, we take the help of NEWS. But recently we realized there is no such common platform that provides both. So we found a social need and built a platform that |

| | | provides such news in form of short videos that are taken from the most trusted resources in the world. |
|---|---|---|
| 2. | Idea/solution description | There are many news apps available that can keep you abreast of the latest happenings. When you want news from multiple sources, try Newshunt, Pulse, Flipboard, Zite, News Republic and News 360. The other alternatives of course are the dedicated news apps from media sources/publications. For instance, The Economic Times and Times of India have free apps across platforms |
| 3. | Novelty /uniqueness | In our daily life, we come across various events of local as well as national importance, and to know it, we take the help of NEWS. But recently we realized there is no such common platform that provides both. So we found a social need and built a platform that provides such news in form of short videos that are taken from the most trusted resources in the world. |
| 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) | News apps are trying to be like social media apps Businesses have to publish irrelevant news because younger generations prefer news with more fun instead of reliable news. News apps want to increase the time that user spends on their app so that they can show ads and generate revenue |
| 6. | Scalability of the solution | • Better user experience<br>• Cost- effectiveness<br>• Stable performance<br>• App customization<br>• Project growth |