Business Case Submission – Front End Developer Position
To: Caroline Mkinga
From: Mudhihir Hamis Nyema
Position Applied For: Front End Developer
Company: Mwananchi Communications Ltd
Date: March 23, 2025
Subject: Business Case Submission for Front End Developer Position

Dear Caroline Mkinga,

Thank you for the opportunity to apply for the Front End Developer position at Mwananchi Communications Ltd and for assigning me this business case task. I am excited to submit my proposal for the development of a MwanaClick mobile application, delivered within 72 hours of receiving your email on March 21, 2025, at 5:55 PM. This submission outlines the business problem, identified gaps, proposed solution, and technical approach, showcasing my skills and enthusiasm to contribute to Mwananchi Communications Ltd success. Should you require any clarification, please don't hesitate to contact me. I look forward to the possibility of joining your esteemed team.

Best regards,

Mudhihir Hamis Nyema

Executive Summary

This business case proposes the development of a mobile application for MwanaClick, a digital news platform under Mwananchi Communications Ltd, to overcome the limitations of its current web-only model in East Africa's mobile-first market. Leveraging my expertise as a Front End Developer, I recommend building the app using Flutter, Dart, MySQL, and Laravel, following an Agile development methodology. The solution aims to enhance accessibility, boost user engagement, and unlock new revenue streams, positioning MwanaClick as a leader in the competitive digital news landscape.

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1. Business Problem

MwanaClick currently delivers news content exclusively through its website, offering editions for Africa, Kenya, Uganda, and Tanzania. However, in East Africa, where mobile devices account for over 70% of internet access (based on regional trends), this web-only approach

significantly limits its reach and user engagement. The absence of critical mobile features—such as offline reading, push notifications, and a mobile-optimized interface—puts MwanaClick at a disadvantage compared to competitors with robust mobile apps. Additionally, its monetization strategy relies solely on web-based advertisements, missing opportunities to diversify revenue in a rapidly growing digital news market.

2. Gap Analysis

The web-only model reveals the following critical gaps:

Accessibility: Users lack offline access and face a suboptimal experience on mobile browsers, leading to frustration and reduced usage.

Engagement: Without app-specific features like real-time push notifications or personalized content delivery, user retention suffers.

Revenue: The absence of subscription models or in-app purchases limits income potential beyond traditional web ads.

Competitive Edge: Rival news platforms with mobile apps outperform MwanaClick by catering to the region's mobile-first audience.

These gaps hinder MwanaClick ability to capitalize on East Africa's digital transformation and growing smartphone penetration.

3. Proposed Solution

To address these challenges, I propose the development of a MwanaClick mobile application with the following features:

Core Functionality: A cross-platform app offering seamless news delivery, offline reading capabilities, and real-time push notifications for breaking news.

User Experience: A responsive, intuitive interface optimized for mobile devices, ensuring ease of navigation and content consumption.

Monetization: Integration of subscription tiers (e.g., monthly or annual plans) and in-app purchases for premium content, such as exclusive articles or ad-free reading.

Scalability: A foundation that supports future enhancements, such as personalized news feeds or multimedia content (e.g., podcasts and videos).

This solution will bridge the accessibility gap, enhance user engagement, and unlock diversified revenue streams.

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4. Importance of Mobile Over Web

A mobile app offers distinct advantages over a web-only platform:

User Preference: East Africans overwhelmingly prefer mobile apps for their convenience, speed, and accessibility compared to mobile web browsing.

Enhanced Features: Offline access, push notifications, and native performance provide a superior experience unattainable via websites.

Revenue Opportunities: App stores enable seamless payment integrations for subscriptions and purchases, outperforming web-based transactions.

Market Trends: Leading news platforms in the region (e.g., competitors with apps) dominate due to their mobile presence, a trend MwanaClick must follow.

Performance: Native apps deliver faster load times and smoother interactions than web pages, critical for retaining users with varying network conditions.

A mobile app is not just an upgrade—it's a strategic necessity for MwanaClick's growth.

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5. Technologies Used

To deliver a high-quality, efficient solution, I propose the following tech stack:

Flutter (with Provider): A cross-platform framework using Dart to build a single codebase for both Android and iOS, reducing development time and costs. The Provider package will manage state efficiently, ensuring a smooth and dynamic front-end user interface.

Dart: A fast, modern programming language optimized for Flutter, enabling rapid development of responsive and visually appealing app features.

MySQL: A reliable, scalable relational database to store news content, user profiles, and subscription data securely.

Laravel: A robust PHP framework to develop a secure, RESTful API that connects the app to the backend, handling content delivery, user authentication, and payment processing.

This combination balances performance, scalability, and development efficiency, aligning with my expertise as a Front End Developer.

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6. Development Model

I will adopt the **Agile Development Methodology** for this project:

Why Agile: Its iterative approach allows for continuous feedback, adaptability to changing requirements, and early delivery of functional components.

How It Works: The project will proceed in 2-week sprints, with daily progress updates, sprint planning, and review sessions to ensure alignment with business goals.

Timeline Example: Sprint 1: UI/UX design and core app structure; Sprint 2: Offline reading and notifications; Sprint 3: Monetization features and testing.

This model ensures a collaborative, transparent process and a high-quality deliverable.

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7. Benefits

The MwanaClick mobile app will deliver:

Expanded Reach: Access to millions of mobile users across East Africa, growing the platform's audience.

Increased Revenue: New income from subscriptions and in-app purchases, complementing existing ad revenue.

Competitive Advantage: A modern app experience that rivals top news platforms, strengthening MwanaClick's market position.
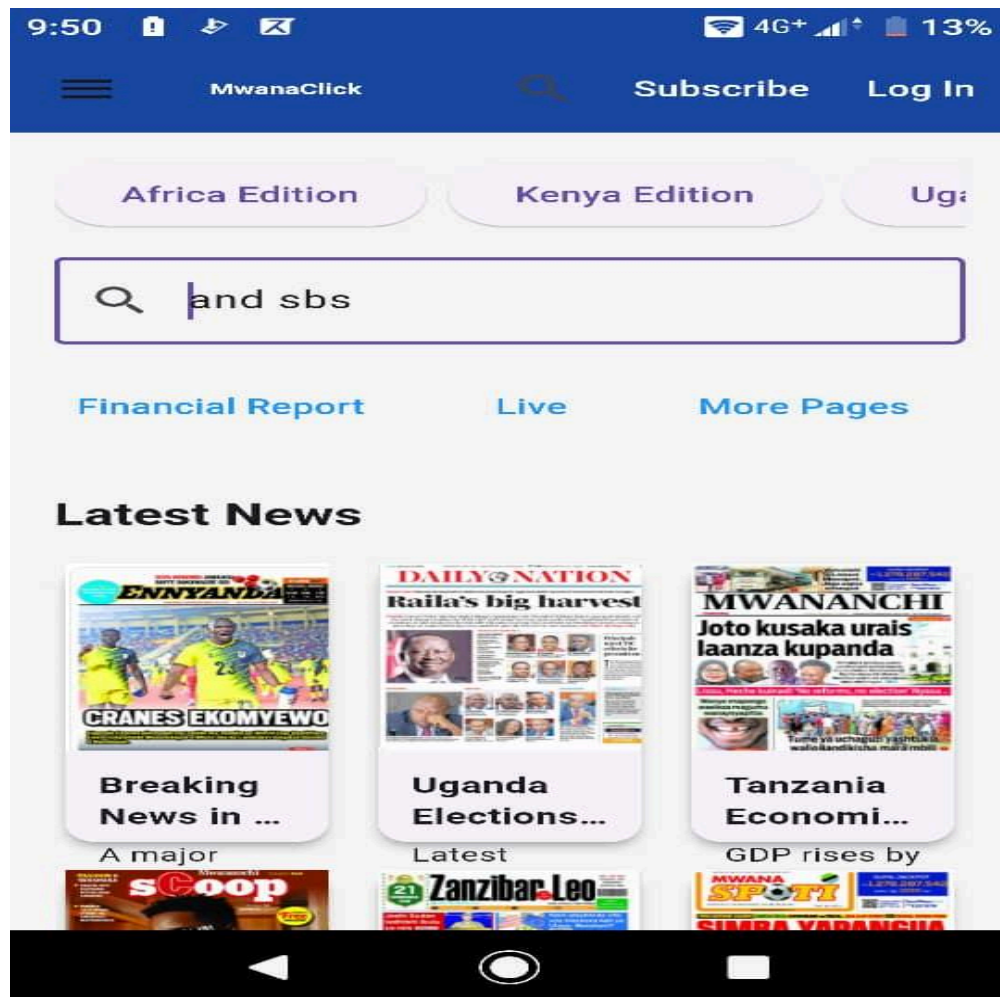
User Satisfaction: Enhanced engagement through personalized, accessible, and fast news delivery.
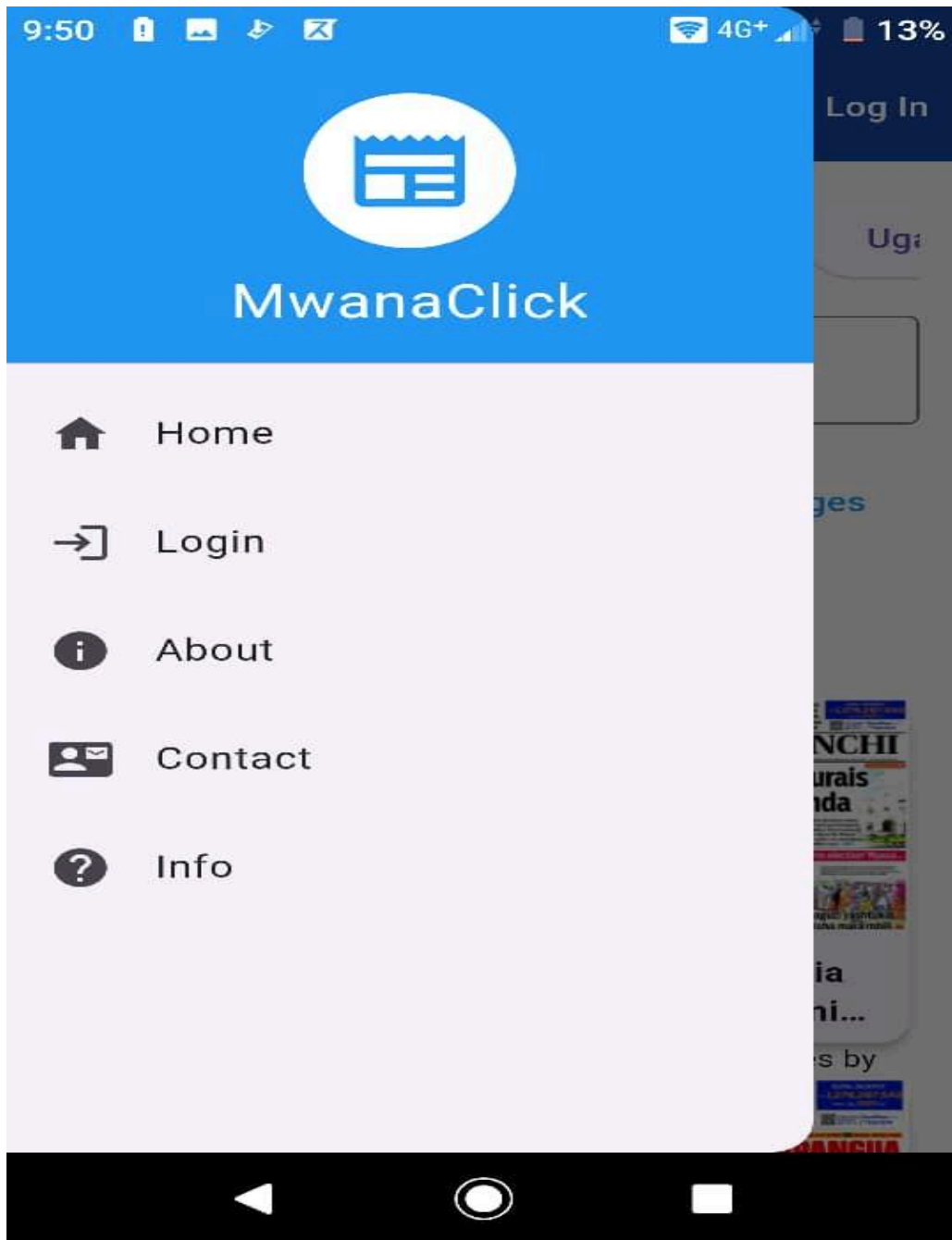
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8. App Screenshot Demo

To visually illustrate the proposed MwanaClick mobile app, I have included a mockup screenshot of the home page where news is displayed. This screenshot, developed as part of this business case, showcases my front-end design skills and vision for the app's user interface.

Home Page Screenshot Description: The home page features a clean, modern layout with a news feed prominently displaying headlines from the Africa, Kenya, Uganda, and Tanzania editions. The design includes a header with the MwanaClick logo, a search bar for quick access to specific topics, and a navigation bar with icons for categories (e.g., Politics, Sports, Business) and user settings. Each news item is presented with a thumbnail image, a concise headline, and a timestamp, ensuring an intuitive and engaging experience. The layout is optimized for mobile screens, with smooth scrolling and a visually appealing color scheme that aligns with Mwananchi Communications Ltd branding.

This screenshot reflects my ability to create a user-friendly, responsive interface using Flutter, tailored to the needs of MwanaClick's audience.

9:50

Log In

MwanaClick

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About Us

Mwananchi Communications LTD

Mwananchi Communications Limited is a subsidiary of Nation Media Group. It is the leading print media company in Tanzania with print as well as online platforms. It was established in May 1999 as a Media Communication Limited and transformed to the advertising & Public Relations agency in year 2001 and was later acquired by Nation Media Group in the year 2002. Through Newspapers, we deliver a literate and informed audience who are opinion leaders, early adopters, and heavy consumers of different brands and service.

Our print also delivers a mass market audience ranging from the young and upwardly mobile to the lower/middle class who are mainstay of the Tanzania economy.

Our Address

Plot no: 34/35 Mandela Road,
Tabata Relini, Mwananchi,
Dar es Salaam, Tanzania

Email Us

support@mwananchi.co.tz
Advertising: jtarimo@tz.nationmedia.com

Call Us

+255 754 780 647

9. Access to Demo Resources

To further demonstrate the proposed MwanaClick mobile app, I have provided two options for you to explore the demo:

GitHub Repository: The source code for the app's front-end, built with Flutter and Dart, is available at https://github.com/MUDHIHIR01/mwananchiclick.git. You can clone the repository to review the codebase, run it locally, or integrate it with an API of your choice.

APK File via Gmail(mwananchiclick APK**):** I have sent an APK file to your email, which you can download(**Download the mwananchiclick APK zipped file, then extract it—inside, you'll find the mwananchiclick apk. Next, install it. Done! You're set to use the app**) and install on an Android device to experience the app's interface firsthand. Please note that this demo is currently designed for Android users only. Instructions for installation are included in the email.

These resources highlight my practical skills as a Front End Developer and offer a tangible preview of the proposed solution.

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10. Conclusion

In response to your business case assignment, I propose a MwanaClick mobile app developed with Flutter, Dart, MySQL, and Laravel, following an Agile methodology. This solution addresses the platform's web-only limitations, taps into East Africa's mobile-first market, and positions Mwananchi Communications Ltd for digital success. The included home page screenshot and accessible demo resources (via GitHub and APK) further demonstrate my front-end expertise and commitment to delivering a high-quality user experience. As a passionate and skilled Front End Developer, I am eager to leverage my expertise to bring this vision to life. Thank you for considering my submission—I am excited about the opportunity to contribute to your team and welcome any feedback you may have.

Sincerely,
Mudhihir Hamis Nyema