Problem Statement

"Get The Word Out!"

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Your challenge is:

Design a next-generation mass communication solution that ensures information reaches the right people, at the right time, through the right channels – whether in emergencies, public events, or day-to-day interactions.

Questions to Consider

Answering these questions will help teams design a great solution.

- Given the time and resource constraints, should the solution be a functional prototype, a well-researched concept, or a mix of both?

- How can we create a faster, more reliable communication system that adapts to different use cases?

- How do we ensure mass messaging is inclusive and accessible to all individuals, including those with disabilities?

- How can technology combat misinformation while maintaining user privacy and security?

- What platforms and devices can be leveraged to maximize reach and engagement?

- How can we ensure that the information is understood by people who speak different languages or come from different cultural backgrounds?

- How can we ensure that the solution is sustainable and can be maintained over time?

- How can we ensure that the solution works across different devices and operating systems?

- How can the solution be scaled to handle large volumes of users and data?

Brainstorming

Teams can explore a variety of scenarios, including but not limited to:

- **Event Notifications** – Large-scale event coordination, university announcements.

- **Emergency Alerts** – Natural disasters, public safety threats, or missing person alerts.

- **Social Impact Messaging** – Public health campaigns, crisis response updates.

- **Corporate Communications** – Secure and efficient internal messaging for organizations.

- *Example: Imagine a system that lets local businesses and community groups instantly notify people nearby about flash deals, free food giveaways, or important local events – no app download required, just a quick opt-in text or QR code scan.*

- *Example: Picture a real-time lost & found system for events and campuses, where someone can report a lost item, and anyone nearby receives a ping to help reunite it with its owner within minutes.*

Why This Theme?

- **Real-World Impact** – The solutions developed here can be used in everyday life, business, and crisis response.

- **Diverse Innovation** – Different perspectives bring creative solutions to complex communication problems.

- **Networking & Learning** – Collaborate with mentors, industry professionals, and like-minded innovators.