CSM3114 Framework-Based Mobile Application Development

Semester I 2023/2024 Session

Project 1

ABC University News App

Presented by

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Inspired by:

"What I would have wanted as a university student?"
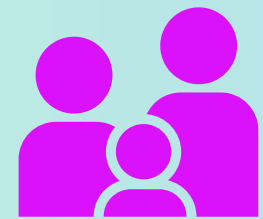
Problems Statement

Fragmented Communication Channels

- **Problem:** ABC University relies on variety of fragmented communication channels
- **Solution:** Streamlined communication, provide centralized platform for news and information.

Lack of Tailored News Delivery

- **Problem:** Lack of a personalized news delivery system for the diverse interests of students and faculty
- **Solution:** The app categorizes news articles into sports, academics, clubs

Communication Gap with Secondary Targets

- **Problem:** Parents, alumni, and prospective students may lack an efficient way to stay connected with ABC University's updates
- **Solution:** Extends its reach to secondary targets, improving communication and engagement with a broader audience.

Commercial Values

Market Analysis

01

Target Audience
Primary Target: ABC University Community

Secondary Target: Parents, alumni, local businesses

Monetization Strategies

02

Premium Subscription
- Ad-free version of the app
- Personalized customization

Sponsorship
- Selling exclusive sponsorships for specific news

Promoted Post
- Allow organizations and local businesses to pay and promote anything

Pricing Plans

03

Free Version
- **Revenue Source:** Advertisements

Premium Version
- **Features:** Ad-Free Browsing, Notifications

Pricing Flexibility
- Optimization over time: adoption, usage patterns, advertiser demand
- Balancing user experience: balance revenue goals with positive user experience

Thank you

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https://github.com/dothenish

https://dothenish.github.io/website-portfolio/