

The Team

Meet the people behind Stack_Underflow



Amresh Shah

Nepal Engineering
College



Abhishek Bhatta

Nepal Engineering
College



Narayan Gautam

Nepal Engineering
College



Suraj Rasaili BK

Nepal Engineering
College



Gaurav Pratap
Shrestha

National Infotech
College

Introduction

Learn about us: Our origin story

We are a group of 5-students from the faculty of Computer Science: 4 of us are currently pursuing an Undergraduate Degree in Computer Science and Engineering at Nepal Engineering College where as our latest team member Gaurav is pursuing his CSIT degree in National Infotech College. Between the 5 of us we have varied expertise in the different paradigms of Information Technology (IT). Abhishek Bhatta has an in-depth knowledge in Full-stack development. Narayan Gautam is proficient in handling the backend of the development. Suraj Rasaili BK has previous experiences working with the frontend of the web and app development. Gaurav Pratap Shrestha has previously worked with UI/UX aspect. And, Amresh Shah has project supervision and development experience.



Status Quo

Nepali news portals: Pioneers of South Asian online media



In 1972, Nepal got its computer IBM 1401 and in 1993, the internet was officially launched. Kathmandu Post officially became the first newspaper to circulate its content in the internet back in 1995. Through this, Nepal paved the way in South Asia for provisioning of news content on the web. From being low-tech and providing all types of content/news, a lot has changed in the sequential decades but the foundation of which they were built on remains the same.

With the rise and the provision of affordable internet throughout Nepal, numerous independent local journalists and several News Portal has popped out. Today, owning a domain name and getting access to a webhost can be easily acquired through few clicks. Easy to use CMS and blogging system like WordPress, Joomla, Drupal, and Blogspot has

enticed many beginners to jump into the current trend of instant news. Albeit easier to use and publish these platforms are prone to being hacked due to lack of continuous maintenance. This in turn has resulted in loss in quality of news content, rise in fake news and misinformation.

The Problem**Modern News Portals: Leaves a lot to be desired**

If the top 20 most visited websites in Nepal are to be observed, majority of them are news portals. Reliance on traditional method of consuming news and other content through Newspaper or TV is dwindling. Rather than consuming the happenings around the world once a day through Newspapers, people prefer to keep themselves updated through headline throughout the waking hours. In this day and age of information, ease of access and instant content consumption holds more power than the individuals care to admit. Online news portals and tabloids are here to fill the same void. Majority of these portals are designed for the convenience of the owners than the consumers.

If these portals expect to keep their readership turnover to maximum, these are the following key factors that play a major role for their retention.

1. Brand identity, UI/UX, and Web Optimization

While uniformity is praised in the world of UI/UX design, almost all Nepali news portals has the same design. Lack of unique branding colors to an unpleasant browsing experience, there are enough reasons to quit using these portals. There seems to be tons of visual bugs and glitches and it is almost impossible differentiate apart any of these online news portals. These web portals are also usually very sluggish to use and takes a long time to load.

2. Intrusive and Obnoxious Ads

Nepali News Portals are infamous for the presence of quite a generous number of visual ads. They heavily rely on Advertisements and sponsorships banners plastered throughout their pages. Due to low conversion rates of Asian audience for Google AdSense and Facebook Ads, these portals count on local ads banners throughout their pages. They are usually GIF banners that occupy majority of the screen real state on both PC's and phones which ruins the content consumption experience. Furthermore, these ads are embedded on the webpages itself and served locally through the same server which increases the server load. CDN usage for Ad delivery is barely observed.

Voice of the People

I used to work for an agency that made these news portals. This is not Designers or Developers fault. Clients sees other portals using such design and they want exact clone like them. We tried to break from the standards but clients would not buzz. They see something working so want exact same thing.



It makes sense for the free online news outlet having ad within the page for revenue, but it will be nice if ad is less intrusive.

3. Content Accessibility for disabled user

Optimizing website and apps for people with disability is often an afterthought. Nepali portals have the same problem catering to the diverse audience.

4. Content categorization and archival

Content should be managed through tags and categorized via Date and Time for ease of access in future. Navigating through older article is more of a hassle and takes a lot of time. Archival system is almost non-existent for most Nepali sites.

5. Fact checking and misinformation

In a rush to publish News, fact checking and information verification is rarely done. An automatic fact checking database also doesn't exist.

Solution

Our objective to make Nepali News portal great again

1. Establishing a unique Brand Identity and refining UI/UX

We plan to play with the nostalgia factor through our vision of revamping News portal. The new UI design will imitate the look and feel of actual Newspaper on screen. With a new color scheme to match the brand, this will be a fresh take on Nepali news portal. Also, a Newspaper design is easy to navigate as it is familiar to the users. The website will also be optimised for phone usage through PWA implementation.

2. Ads placement, optimization, and CDN implementation

Ads can be served to visitors without being intrusive to the users visiting the site. The placement of ads will be based on the data by Google Analytics like on the sidebar, top of the page, bottom of the page, and also an ad inbetween content. Pop up ads will be avoided at all cost. Anchor ads will also be embedded in the page. Multiple GIF based ads will not be visible at the same. Rather than serving ads locally, a regional ads provider can be utilised for serving ads. Video based ads playing on background will not be served. CDN will also be implemented for the storage of large content which will not only decrease the load on the webserver but also server content faster to the users.

3. Content Accessibility for people with disability and other groups

Dark mode is rarely seen on Nepali media portals and is not seen as a basic necessity for a website. This is one of the features that will be implemented. Similarly, website will be completely accessible via sole usage of keyboard only with inclusion of shortcut keys that will help people with limited mobility navigate the content of the website. Features such as changing fonts size and font family is also being implemented. Similarly, font for people with dyslexia will also be supported.

4. Implementing content categorization, advanced search filters, and archival

Tag based content filtering system will be introduced where every article can be assigned multiple tags for indexing and accessing. Categorization based on yearly and monthly timeline will also be included to make sorting and finding older article easier. This will also help with digital archiving. Additional functionality such as search by author and date and time published will also be added to make content filtering and sorting efficient.

5. Peer based fact checking and misinformation

In case of controversial subjects/news, articles will be automatically tagged with the relevant article from other credible new sites to maintain information integrity. This works by linking back to those websites that has published same or similar content and user can verify for themselves. Live and Breaking Nnews will also have a similar feature implemented to debunk any misinformation.

Project Timeline Phase 2

Day 1
Finalize the UI
Design in
Figma.

Day 2
Start frontend
& finalize
features

Day 3
Start backend
& finalize
features

Day 4
Frontend and
backend
continuation

Day 5
Ads and
factcheck
implementation

Day 6
Evaluation &
Debugging

Day 7
Finishing
Touches &
Submission

TechStack

Frontend: Next.js
Backend: Django
Styling: Tailwind
CSS