

Term Paper Proposal

During the post covid lockdown period my friends I had an idea to build an interactive web application where the purpose of the website is to give people/gamers gift cards by running advertisements, tracking their game progress and doing surveys on the website. Many individuals are unaware of the existence of many helpful and engaging applications/programs that are available on the market. So, to get a well-defined reach/promotion for their application they might need some sort of advertisements and a platform to promote their application/brand. Well, we thought of taking their advertisements and running it on our website and make the advertisement revenue. By generating the advertisement revenue and making money out of the surveys we could split the share and invest the generated revenue into buying gift cards for the website and give it to the consumer. This way it will be a win-win situation for both the consumer and the developer. There could be another way to make more revenue (I.E if our website has a lot of reach and a lot of traffic flow there might be a chance of getting a sponsorship from any brand to run their advertisements on the website. The elements and components of the website were supposed to be a very vibrant/space themed. So, getting this to run perfectly creates a perfect loop and helps a lot of people to get what they dreamt of getting.