

Web application name: “Drishtibhonggi”/ “দৃষ্টিভঙ্গি”

The solution will be to create a Web application that focuses on providing an interactive experience to the user base. Different social problems will be presented to the user in the form of short stories but the kind of ending they reach will be dependent on their decisions i.e on the option they choose out of the given options displayed. If they choose the ‘good’ option then they will reach a good ending and will receive valuable information such as rewards. For instance, let’s say there will be a short story about a garment worker who wants to open a savings account to save her money but her family is not allowing her. If the user chooses that the family is right then they will be shown how this decision will negatively impact both the girl’s and her family’s financial situation in the future. However, if they choose that the girl should be allowed to save her money then it will show the benefits of doing so as well as provide resources, such as the best saving schemes and loan schemes for woman in various banks and other related information

System architecture and ingenuity :

Front end: The front end of the Web application location will be built on **Next.js** for server side rendering and React.js for interactive UI components. **Tailwind CSS** will be used for responsive and modern UI design.

Backend: The BackEnd will be using Node.Js with Express.js handling the middleware and routing

Database: PostgresQL database managed by Prisma will be used for proper ORM for database interaction

Architectural Design: The system will be following a client-server architecture where FrontEnd as client communicates with Backend through API endpoints

Cloud Infrastructure: The entire system will be hosted on AWS (Amazon Web services)

Ingenuity

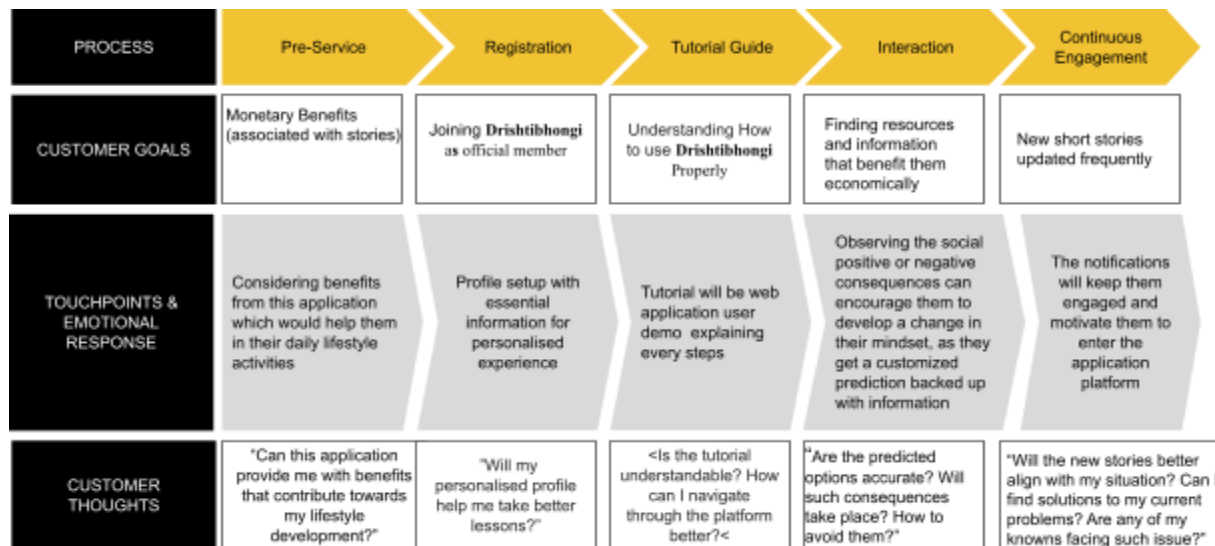
- Gamified Web application roach for engaging user experience
- Cross Platform compatibility
- It can handle large number of users simultaneously

User persona:

Demographics	Interests and hobbies	What would the user want to achieve from the Web application?	User interaction with the Web app
Age: 30-40 years Gender: Male	Values and beliefs: Living a stable financial life with his		

<p>Location: Rural Areas of Bangladesh</p> <p>Occupation: Small shopkeeper owners or vendors (who are familiar with using Web applications like bkaash)</p> <p>Income level: 10,000-15,000 BDT</p> <p>Education level: At most, high school graduates</p>	<p>family, where he is able to meet the basic needs of himself as well as provide for his family.</p> <p>Lifestyle: Very minimal</p> <p>Motivations: Earning a stable income, keeping a good reputation</p>	<p>Key motivations: Self rewards, in the form of monetary valuation, assisting them to support the education of their children, mainly teenage girls as well as incorporation of free/minimal medical facilities. This will be achieved through partnerships with different commonly used Web applications among the rural population, bringing all the facilities to one platform that they can benefit from.</p> <p>Challenges: The main challenge of the Web application would be the familiarity of technology usage among the target audience and their ease of navigation. This challenge can be overcome by using a friendly interface with easy navigation, and target audience who use online banking Web applications.</p>	<p>Usage patterns and habits: Frequent interaction as the Web application will be updated with new short stories frequently. There will also be a daily news portal.</p> <p>Technological Proficiency: Intermediate level. Knows how to use the smartphones for daily usage.</p> <p>Preferred devices and platforms: Smartphone</p>
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Customer journey framing:



Translations available

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Welcome to the platform

"Changing POV for shaping tomorrow"

Sign UP

②

Choose your plan

Free (common)
- includes all micro-lessons & plans

Subscription...
10-15\$ / month
- provides personalized plan

③

Signup information

Name

Age

Occupation

Number of females in family

④

You did it,
you're in

Next

⑤

Stories

☐ ☐ ☐ ☐ ☐

Micro-lessons

☐ finance

News-update

☐ Headline

home + explore library

⑥

Stories [1]

Question

Diagram option 01
option 02
option 03

Information

according to option will lead to badge & coupon info. & opportunities to seek benefits.