Project Design Phase-I
Proposed Solution Template
News Headlines App

Date	22 October 2023
Team ID	Team - 591110 (Kallol Dutta, Abhiman Singh)
Project Name	News Headlines App
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Users are overwhelmed by information overload and struggle to filter through an abundance of news stories, leading to confusion and disengagement.
2.	Idea / Solution description	Our news headlines app is designed to provide a personalized news experience. It provides news from every news platform curated into one place. Users can customize their news feed.
3.	Novelty / Uniqueness	What sets our app apart is its ability to curate news from every news platform, which ensures users receive content aligned with their interests. Additionally, it provides a seamless reading experience by reducing intrusive ads and pop-ups.
4.	Social Impact / Customer Satisfaction	• Social Impact: By promoting informed citizenship, our app contributes to a more informed society, which is crucial for democracy. • Customer Satisfaction: We aim to enhance customer satisfaction by offering a clean and ad-light environment and promoting trustworthy news content.
5.	Business Model (Revenue Model)	Our revenue model includes a freemium approach. We offer a free version with ads. Advertising partnerships with relevant brands and sponsors also contribute to revenue.
6.	Scalability of the Solution	We have designed our app to be highly scalable, with the infrastructure to accommodate a growing user base. We plan to expand to multiple platforms (web, mobile, smart devices) and continuously update and innovate the app to adapt to changing market conditions and meet the increasing demand for personalized news.