

Project Design Phase-I
Proposed Solution Template

Date	19 September 2022
Team ID	PNT2022TMID591103
Project Name	NewsApp
Maximum Marks	2 Marks

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The distribution of news on big platforms happens such that many important headlines don't make it to the page, and the ones that do are often biased. We hope to offer accurate, unbiased, and local level news to the consumers in a timely manner.
2.	Idea / Solution description	An app that provides news based on the location of the user to provide news ranging from international coverage to local level, with great accuracy, unbiased opinions in a timely manner.
3.	Novelty / Uniqueness	We source our news from various sources so that our platform can be unbiased from all sides. The ability to deliver this news in a timely manner without compromising on quality makes it easy to upkeep with the headlines.
4.	Social Impact / Customer Satisfaction	The customer satisfaction score for the app is high as they can get all the news they would ever need from a single app, right at their fingertips with a single click. Since we make local news available as well, they will be more connected to the community through our app, which leads to increased community awareness of our app.
5.	Business Model (Revenue Model)	Our revenue model is based upon selling advertisement spots to marketing agencies to show ads on the home page of the app, as well as in the articles linked to our app. We also plan to introduce a subscription-based model in future which will directly generate us revenue.
6.	Scalability of the Solution	With minor improvements in UI/UX, customer data handling, and making our data streams and database more efficient over time, the app is easily scalable to an enormous scale to cater to even an international audience and generate a proportional revenue to sustain all operations.