

Project Design Phase-I

Proposed Solution Template

S.No.	Parameter	Description
1	Problem Statement (Problem to be solved)	Keeping users informed about current news and events in an easily accessible and engaging manner.
2	Idea / Solution description	A mobile app that curates and delivers daily news articles, and updates from various reliable sources, categorized by topics and personalized for user preferences. It will also have features for user engagement, such as social sharing.
3	Novelty / Uniqueness	The app's uniqueness lies in its ability to curate news content and personalize it based on user preferences, providing a one-stop solution for a variety of news sources and topics.
4	Social Impact / Customer Satisfaction	Provides users with a reliable source of information, helps them stay updated on current events, and encourages informed discussions. Increased customer satisfaction through personalized content.
5	Business Model (Revenue Model)	Subscription model: Offer a free version with limited features and a premium subscription for an ad-free experience, access to premium content, and offline reading. In-app advertising: Display ads from relevant advertisers. Sponsored content: Partner with brands to create and promote sponsored articles or sections.
6	Scalability of the Solution	The solution is highly scalable. It can easily accommodate a growing user base by expanding server infrastructure. As more users join, the app can gather more data to improve personalization and content curation.

