**Project Title: NEWS TRACKER APPLICATION**

**Project Design Phase-I** – Problem Solution Fit

**Team ID:**PNT2022TMID38914

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

Our customers are the people who Customer can access our

are aged above 10yrs old. application through web browser Digitally customer can view

using devices like mobile,PC. their information, instead of

seeing on paper.

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

**Explore AS, differentiate**

**Define CS, fit into CC**

They have to sign in first to access Our application behaves like a Information plays important

our application environment. information provider to the role in people’s life. So,they

customer. will get it easily through internet.

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**9. PROBLEM ROOT CAUSE**

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

**Focus on J&P, tap into BE, understand RC**

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| **Identify strong TR & EM** | **3. TRIGGERS TR**  Their daily needs of information can be fulfilled by searching it in our application based on their categories.  Categories like(sports,politics,culture,food  etc…) | **8.CHANNELS OF BEHAVIOUR SL**  ONLINE  In online,customer can access the various information according to their needs by globally.  OFFLINE  In offline,customer can view their  downloaded information,saved news.But can’t access the live information. | **10.YOUR SOLUTION CH**    Our application provides customer needs information according to their interest.They can access it globally and regionally with their flexible languages.Just need an web browser & internet to access it on devices. |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  In weather reports our application helps to  provide the updated information.  For example: Due to heavy rain,the power cut will occur.In that time, people can’t afford the information through television or news paper.In instead of, our application will provide news information through their mobile phone. |

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| **Identify strong TR & EM** | **3. TRIGGERS TR**  What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the news.  Their daily needs of information can be fulfilled by searching it in our application based on their categories.  Categories like(sports,politics,culture,food  etc…) | **8.CHANNELS OF BEHAVIOUR SL**   * 1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.  ONLINE  In online,customer can access the various information according to their needs by globally.  OFFLINE  In offline,customer can view their  downloaded information,saved news.But can’t access the live information. | **10.YOUR SOLUTION CH**  If you are working on an existing business, write down your current solution ﬁrst, ﬁll in the canvas, and check how much it ﬁts reality.  If you are working on a new business proposition, then keep it blank until you ﬁll in the canvas and come up with a solution that ﬁts within customer limitations, solves a problem and matches customer behaviour.  Our application provides customer needs information according to their interest.They can access it globally and regionally with their flexible languages.Just need an web browser & internet to access it on devices. |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards?  i.e. lost, insecure > conﬁdent, in control - use it in your communication strategy & design. In weather reports our application helps to  provide the updated information.  For example: Due to heavy rain,the power cut will occur.In that time, people can’t afford the information through television or news paper.In instead of, our application will provide news information through their mobile phone. |