

**Project Title: News Tracker Application**

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

**Team ID: PNT2022TMID36872**

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Working Professionals who doesn't have enough time to read the Newspaper. <ul style="list-style-type: none"> <li>News reader</li> <li>people</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span>  Time and Budget.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  Newspaper is an alternative to Newstracker Application.  Pros: Users no longer need to read the news which they are not interested  Cons: Screen time may get increased.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span>  1. Reading Newspaper is time consuming task. 2. User may read uninterested news. 3. Regular buying of newspaper leads to exorbitant newspaper bills and may be result in unwanted scrap.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span>  In olden days, User did not have enough internet facilities. So there is no other way than reading a newspaper, To know what's happening around!	<b>7. BEHAVIOUR</b> <span>BE</span> <i>What does your customer do to address the problem and get the job done?</i>  User need to follow the below steps:  1. Create an account in our webapp. 2. Login our webapp. 3. Categorize the news according to their interest.	Focus on J&P, tap into BE, understand RC
	<b>3. TRIGGERS</b> <span>TR</span>  User when they see the neighbours stop buying Newspaper and subscribed to News Tracking Application.	<b>10. YOUR SOLUTION</b> <span>SL</span>  We made this application in such a way that showing fake news in our application is impossible and we categorize the news according to the user interest which saves time for our busy users	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span>  8.1 <b>Online:</b> User can categorize the news according to their interest and get notification  8.2 <b>Offline:</b> User can download the detailed news of the headlines and can read it offline	

4. EMOTIONS: BEFORE / AFTER

EM

Can see news only in television or newspaper >  
can see news anytime and anywhere just need  
your mobile phone

Identify strong TR & EM