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1. CUSTOMER SEGMENT(S)



Working Professionals who doesn't have enough time to read the Newspaper.

6. CUSTOMER CONSTRAINTS

Time and Budget.



5. AVAILABLE SOLUTIONS



Newspaper is an alternative to Newstracker Application.

Pros:

Users no longer need to read the news which they are not interested

Cons:

7. BEHAVIOUR

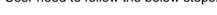
Screen time may get increased.

2. JOBS-TO-BE-DONE / PROBLEMS





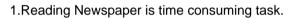
User need to follow the below steps:



- 1.Create an account in our webapp.
- 2.Login our webapp.

8. CHANNELS of BEHAVIOUR

3. Categorize the news according to their interest.



- 2.User may read uninterested news.
- 3. Regular buying of newspaper leads to exorbitant newspaper bills and may be result in unwanted scrap.

9. PROBLEM ROOT CAUSE

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!

3. TRIGGERS

Application.



User when they see the neighbours stop buying Newspaper and subscribed to News Tracking

10. YOUR SOLUTION



8.1 Online:

We made this application is 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

User can categorize the news according to their interest and get notification

8.2 Offline:

User can download the detailed news of the headlines and can read it offline

4. EMOTIONS: BEFORE / AFTER



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