

Project Title: News Tracker Application

Project Design Phase-I - Solution Fit

Team ID: PNT2022TMID27153

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

- News reader
- people

6. CUSTOMER CONSTRAINTS

CC

Time and Budget.

5. AVAILABLE SOLUTIONS

AS

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

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.

9. PROBLEM ROOT CAUSE

RC

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!

7. BEHAVIOUR

BE

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

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

	<div>3. TRIGGERS</div> <div>TR</div> <div>User when they see the neighbours stop buying Newspaper and subscribed to News Tracking Application.</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>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</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div><div>8.1 Online:</div><div>User can categorize the news according to their interest and get notification</div><div>8.2 Offline:</div><div>User can download the detailed news of the headlines and can read it offline</div></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Can see news only in television or newspaper > can see news anytime and anywhere just need your mobile phone</div>			