

Project Design Phase 1 – Problem Solution Fit

Project Domain	Cloud Application Development
Project Title	News Tracker Application
Team ID	PNT2022TMID44401
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Problem Solution Fit:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem

Step-1: Business Problem

Business Problem

What business have you identified that needs help?

Using multiple
apps

Users don't want to
spend time reading
the entire content

Younger generations prefer news with
more fun instead of reliable news

Step-2: Business Outcomes

Business Outcomes

(Changes in customer behavior)

What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

Real values
of news

Ads free
content

Avoid irrelevant content

Step-3: Users & Customers

Users & Customers

What types of users and customers should you focus on first?

Younger
generations

Regular
online
article users

Who don't want to read fake news

Step-4: User Benefits

User Benefits

What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)

No spamming

Customized News

Accommodating regional news

Step-5: Solution Ideas-1

Solution ideas

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

Provide the user the ability to customize the frequency and duration of ads

Providing credible links for the usee to refer to in case of any douts on news crdibility

Show a verified badge against the news has been verified by the app

Customizing the news received depending on the age of user

An App that includes all international and regional news that can be customizable depending on the users needs,will reduce the number of apps

Step-6: Solution Ideas-2

Solution ideas

Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement:
"We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."

Each hypothesis should focus on one feature.

Providing credible links for the user to refer to in case of any doubts on news credibility.

Young people prefer social media over news apps

Giving filters for notifications.

Step-7: What's the most important thing we need to learn first?

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List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

Notifications and spamming.

Fake news real news data.

Competitor Analysis

Why users are using multiple apps

Step-8: What's the least amount of work we need to do learn the next most important thing?

What's the least amount of work we need to do to learn the next most important thing?

Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

Problems faced because of irrelevant contents

Behaviour of young and old people with respect to being updated.

Data related to pandemic and news apps.

General Indian data relating to news apps.