Project Title: NEWS Tracker Application | **Project Design Phase-I** - Solution Fit Template | **Team ID:** PNT2022TMID21750

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Working individuals and passionate NEWS readers

6. CUSTOMER CONSTRAINTS — CC

For ad free interface every news provider demand subscription from users

5. AVAILABLE SOLUTIONS — AS

Used Adblockers to avoid ad, but it's not secure for the user

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Clumsy UI, Not Personalized, Vague news

9. PROBLEM ROOT CAUSE — RC

Now a days news has become a money making tool for the news agency so they force customer to pay for subscription or use ad loaded free version

7. BEHAVIOUR — BE

Pay for subscription or adjust with the ads shown

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

Identify strong TR & EM

3. TRIGGERS — TR

Seeing others using NEWS app with ad free interface motivate users to download the same

10. YOUR SOLUTION — SL

Provide free access to ad-free UI to read news, by using free APIs available to Provide personalized news to the users

8.CHANNELS of BEHAVIOR — CH

ONLINE

Uses memes and posts in social media to get updated about happenings

OFFLINE

Talk with peoples to know the current events and happenings