Project Title: News Tracker Application

Project Design Phase-I - Solution Fit Template

Project ID: PNT2022TMID13150

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| **Deﬁne CS, ﬁt into CC** | **1. CUSTOMER SEGMENT(S)** | **CS** | 1. **CUSTOMER CONSTRAINTS CC**   What constraints prevent your customers from taking action or limit their choices  of solutions? i.e. spending power, budget, no cash, network connection, available devices.   * + No choices   + No reliable sources   + No budget   + Tight schedule | | **5. AVAILABLE SOLUTIONS AS** | **Explore AS, differentiate** |
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| General Public from different segments of the society particularly the working class of the society (age group: above 20 yrs) |  | * Newspaper * News apps with no user personalization and news summaries * Apps like Google news, Flipboard, etc... * News apps without search and filter option * News apps with just single source of information retrieval |
| **Focus on J&P, tap into BE, understand RC** | 1. **JOBS-TO-BE-DONE / PROBLEMS J&P**   Which jobs-to-be-done (or problems) do you address for your customers?  There could be more than one; explore different sides.   * + Summarization of News   + Aggregation of News from multiple sources   + Personalization of News Feed   + Providing Reliable News | | **9. PROBLEM ROOT CAUSE**  What is the real reason that this problem exists? What is the back story behind the need to do this job?  i.e. customers have to do it because of the change in regulations.  People are busy with their tight schedule and hence have no time read news and also have trust issues with the sources. | **RC** | **7. BEHAVIOUR BE**  What does your customer do to address the problem and get the job done?  i.e. directly related: ﬁnd the right solar panel installer, calculate usage and beneﬁts; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)   * + Enquire with people who are well-informed   + Look out for sources online   + Consume news via social media | **Focus on J&P, tap into BE, understand RC** |
| **Identify strong TR & EM** | **3. TRIGGERS**  What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the news.  Seeing people around them being well informed of all the current affairs | **TR** | **10. YOUR SOLUTION SL**  If you are working on an existing business, write down your current solution ﬁrst, ﬁll in the canvas, and check how much it ﬁts reality.  If you are working on a new business proposition, then keep it blank until you ﬁll in the canvas and come up with a solution that ﬁts within customer limitations, solves a problem and matches customer behaviour.  A simple web application to summarize and aggregate the news from multiple reliable sources and as per the user's preferences. | | 1. **CHANNELS of BEHAVIOUR CH**    1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * Look out for sources online * Consume news via social media   **8.2 OFFLINE**  What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.   * Enquire with people who are well-informed | **Extract online & ofﬂine CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards?  i.e. lost, insecure > conﬁdent, in control - use it in your communication strategy & design.   * Before: Frustrated, Lost, Less confident * After: Well-informed, Knowledgable, Happy | |