

PROBLEM -SOLUTION FIT

Define CS, fit into	<p>1. CUSTOMER SEGMENT(S) CS</p> <ol style="list-style-type: none"> Habitual Readers Light Readers Zombie Readers 	<p>6. CUSTOMER CONSTRAINTS CC</p> <ol style="list-style-type: none"> Minimum cost of subscription. Amount of time spending for an news application. Instant news updates and instant notifications. Weather report and climatic changes according to the location and the users Convenience. Review by the friends and family members and their way of suggestion. 	<p>5. AVAILABLE SOLUTIONS AS</p> <ol style="list-style-type: none"> Solid newspapers for reading with printed version of news updates . Various news app can suggest new various and useful stuffs. Readers can read at any time as their wish and willing or intrest to be. 	Explore AS,
Focus on J&P, tap into BE, understand	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <ol style="list-style-type: none"> Fake news detection Instant updates and notifications Time delay in news updates Increase in number of irrelevant news Do not know how to categorize the news and the type of news 	<p>9. PROBLEM ROOT CAUSE RC</p> <ol style="list-style-type: none"> Problem of gaining the trust and also the customers(users). Due to raise in online news sharing platforms during the frequent improvement in the period of pandemic people lost the habit of reading and theirs concern about the knowledge of happenings in other places. 	<p>7. BEHAVIOUR BE</p> <ol style="list-style-type: none"> Add user friendly Interface where the customer can interact and find the various suggestions and customer care support to get the queries get cleared Easy accesses of user interface and minimum field of input requirement It should provide only publish the preferred And important suggested news also the Details provided must be precise enough. 	Focus on J&P, tap into BE, understand
Identify strong TR & EM	<p>3. TRIGGERS</p> <p>The users is unable to reach and fulfill the needs of Their customers due to which the news tracker app Is not getting improved and wants a solution. TR</p> <hr/> <p>4. EMOTIONS: BEFORE / AFTER</p> <p>The creators and developers of the application feels less Interactive with the customer as we are not getting Instant Notifications and updates upto the market and feels insecured and drowns to express and causes failures EM</p>	<p>10. YOUR SOLUTION</p> <ol style="list-style-type: none"> Improve app speed and usage Automatic speech recognition User privacy and data security Create own Wishlist Authorized news Compact with mobile platform <p>SL</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <ol style="list-style-type: none"> Design consistent experience Daily email news report Providing more flexibility for everyone On going development and support strategy Affordable cost of Subscription Multiplatform Support 	Extract online & offline CH of BE

