## Project Design Phase-I - Solution Fit Template

Team ID: PNT2022TMID30665

Define CS, fit into CC	CUSTOMER SEGMENT(S)  Working individuals and passionate NEWS readers	CS	CUSTOMER CONSTRAINTS  For ad free interface every news provider demand subscription from users	CC	5. AVAILABLE SOLUTIONS  Used Adblockers to avoid ad, but it's not secure for the user	AS	Explore AS, differentiate
Focu	2. JOBS-TO-BE-DONE / PROBLEMS	J&P	9. PROBLEM ROOT CAUSE	RC	7. BEHAVIOUR	BE	Focus
Focus on J&P, tap into BE, understand RC	Clumsy UI, Not Personalized, Vague news		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		Pay for subscription or adjust with the ads shown		us on J&P, tap into BE, understand RC
_	3. TRIGGERS	IK	10. YOUR SOLUTION	SL	8. CHANNELS OF BEHAVIOR	CH	П
Identify strong TR & EM	Seeing others using NEWS app with ad free interface motivate users to download the same		Provide free access to ad-free UI to read news, by using free available to Provide personalized news to the users		ONLINE Uses memes and posts in social media to get updated about OFFLINE Talk with peoples to know the current events and happening		

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