Project Title: NEWS TRACKER APPLICATION IN CLOUD APP DEVELOPEMENT	**Project Design Phase-I – Solution Fit Template** **Team ID:** PNT2022TMIDxxxxxx 08073

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

News tracker app can be used by all age groups there is no age limitation
This app will be helpful to school students to older age groups in knowing the proper and real news updates regularly

6. 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.

News tracker app can be used offline
It is budget friendly to use for all age groups

5. AVAILABLE SOLUTIONS AS

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Removing advertisement is our avalaible solution
Adding categorization for old news
Reducing the mb size of the app

Explore AS, differentiate

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

2. 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.

User interface is not flexible and reliable for user.
according to the customer feedback the settings will be made.

9. PROBLEM ROOT CAUSE RC

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.

The main root cause of advertisement in news app,
because of paid promoters insist them to add the advertisement.
The another important problem in news app is fake news,the rootcause of the fake news is some intermediate medias may change the real content of that news thus this misleads the reader.

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)

while designing this app,we have already pre-built the "chat with us" option (or)"Report our issues"option.so this helps our customer to report their problem with us easily,so that we get sorted out the problem easily.

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

Identify strong TR & EM

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

By using trigger we can custom messages as when it can be shown or displayed in the screen as a notification

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.

After getting new news updates the user becomes more aware of the present news happenings around him and becomes alert.

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.

Finally our solution for this use would be developing and creating an user friendly portable advertisement and storage less application having more timely updated informations.

8.CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Online:The users searching more information online by means of many websites which has to be provided in the app which he developes.
Offline:The user refers many offline sources like newspapers,magazines,journals whose information has tobe feeded in our app which we develope

Identify strong TR & EM