Project Title: NEWS Tracker Application **Project Design Phase-I - Solution Fit Template** **Team ID:** PNT2022TMID32880

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

Identify strong TR & EM