NEWS TRACKER APPLICATION

**Explore AS, differentiate**

**1. CUSTOMER SEGMENT(S)**

From young people to old people

**Deﬁne CS, ﬁt into CC**

From working professional to jobless person From poor to rich

**CS**

**6. CUSTOMER CONSTRAINTS**

No network, Provide Download option No well organized content

No related and interesting and educating content

**CC 5. AVAILABLE SOLUTIONS**

User can customize what content to read and can search contents

Chat bot that solves user queries Providing quick access to favorite topic

**AS**

From village people to city people Every one reads news now-a-days.

Click Bait(Topic and content are not related)

Annoying user interface No customization option

**Focus on J&P, tap intC**

User friendly interface, avoiding misleading ads

Prioritize news according to user interest and location.

**2. JOBS-TO-BE-DONE / PROBLEMS**

**J&P**

**9. PROBLEM ROOT CAUSE**

**RC**

**7. BEHAVIOUR**

**BE**

Reading unwanted and irrelevant and repeated content

No user customization. This leads to unorganized User searching news and wasting time on it and uninterested news.

Bad user interface Searching related news

**Focus on J&P, tap into**

Misleading Ads and unorganized contents

user unable to customize news content

No search bars lead frustration to search contents No service to complain (Chat bot solves queries.) No download option user may not have internet. Light mode may not good for eye.

User gets frustrated while using bad user interface

Misleading ads or topics wasting user time and confuse user

User need all types of content but needs their favorite content to be prioritized.

Using internet for previously watched content

User may feel stressed eye.

User interface needs to be attractive and easy to use

Forced notifications and ads Providing dark mode

**Extract online & ofﬂine CH of BE**

**Identify strong TR & EM**

or it make user to lose interest on app



**3. TRIGGERS**

People asking about latest news

When things goes viral

**TR 10. YOUR SOLUTION**

**SL 8. CHANNELS of BEHAVIOUR**

**CH**

Providing search bars and content customization tiles**8.1 ONLINE**

Enabling download options and save or pin post options

User can customize their news according to their interest.

When need report about weather, market, sports and etc

**4. EMOTIONS: BEFORE / AFTER**

Feels waste of time to read irrelevant content Feels frustrated about misleading news

Feels getting lack of information from contents

**EM**

Providing Chat bot

Providing Dark Mode

User can interact with community feed and user can report any queries

**8.2 OFFLINE**

Providing like, comments, tag, polling options to devU elsoepr can save post and then read it for later

to develop user interface further more.

User can download post and can share it to other people.

User can control their notification. They can select content which they need to notified.

Provide notification which related to user wish

User may avoid notification if it is not related.