Project Title: News Tracking Application Project Design Phase-I - Solution Fit Team ID: PNT2022TMID27406

1. **AVAILABLE SOLUTIONS**

People tried storing newspapers in storage rooms segregated by year, incidents, etc. But the thing was it occupied large storage areas and it was it difficult to keep track of all kinds of news. Later came the usage of scanning process.

**6.CUSTOMER CONSTRAINTS**

Budget, network connection, availability of storage, spending power



**1.CUSTOMER SEGMENT(S)**

People above the age of 10.

**9.PROBLEM ROOT CAUSE**

Customers doesn’t have access to old information but with the help of this application they will be able to obtain it.

**7.BEHAVIOUR**

Find right storage devices, calculate usage per day.

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

Proper database methodologies needs to be followed for storage purpose.



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|  | **3. TRIGGERS TR**  **3.TRIGGERS**  Seeing their friends or family members using this application or through you tube advertisements.  What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the news. | **10. YOUR SOLUTION SL**  **10.YOUR SOLUTION**  With the help of databases we deliver an application that is very convenient for users to search for desired topics.  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. | **8.CHANNELS of BEHAVIOUR CH**  **8.1 ONLINE**  The customers search for the desired news in various websites.  **8.2 OFFLINE**  The customers search for the desired news through old newspaper. |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  **4.EMOTIONS : BEFORE / AFTER**  Lost, insecure > confident, in control  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. |