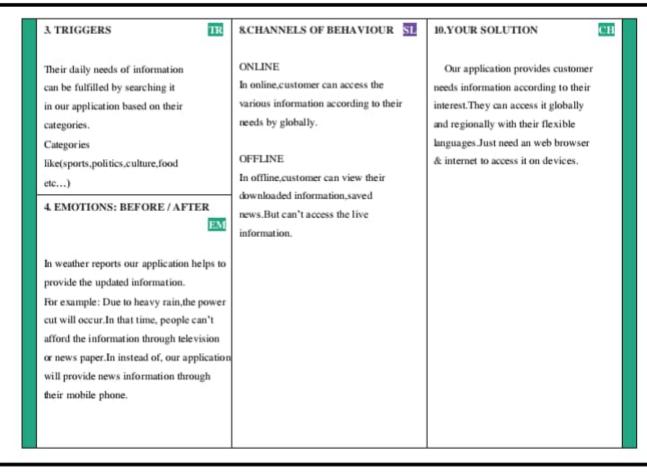
Project Title: NEWS TRACKER APPLICATION

Phase 1: Problem solution

De fin e CS fit int o C	are aged above 10yrs old.	6. CUSTOMER Customer can access our application through web browser using devices like mobile,PC.	9	5. AVAILABLE SOLUTIONS Digitally customer can view their information, instead of seeing on paper.	Ex plo re AS. diff ere nti ate
23 - 54 c B	2. JOBS-TO-BE-DONE / PROBLEMS	7. BEHAVIOUR	Ē	9. PROBLEM ROOT ——————————————————————————————————	Fo cu s on JA F, tap
1	They have to sign in first to access	Our application behaves like a		Information plays important	
eler elta reli RC	our application environment.	information provider to the customer.		role in people's life. So,they will get it easily through internet.	un star ada red R.C.



3. TRIGGERS TR &CHANNELS OF BEHAVIOUR ST $\overline{\mathbf{CH}}$ 10.YOUR SOLUTION MONLINE What triggers customers to act? If you are working on an existing i.e. seeing their neighbour What kind of actions do customers take business, write down your current installing solar panels, reading online? Extract online channels from #7 solution first, fill in the canvas, and about a more efficient solution check how much it fits reality. in the news. OFFLINE If you are working on a new business What kind of actions do customers proposition, then keep it blank until Their daily needs of take offline? Extract offline channels you fill in the canvas and come up information can be fulfilled by

searching it in our application based on their categories. Categories

like(sports,politics,culture,food

4 EMOTIONS: BEFORE / AFTER

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 &

In weather reports our application helps to provide the updated information.

provide the updated information.

For example: Due to heavy rain, the power cut will occur. In that time, people can't

through their mobile phone.

afford the information through television or news paper.In instead of, our application will provide news information development.

ONLINE

from #7 and use them for customer

In online, customer can access the various information according to their needs by globally.

OFFLINE

In offline, customer can view their downloaded information, saved news. But can't access the live information with a solution that fits within customer limitations, solves a problem and matches customer behaviour

Our application provides customer

needs information according to their interest. They can access it globally and regionally with their flexible languages. Just need an web browser & internet to access it on devices.