

PROJECT TITLE: NEWS TRACKER APLICATION

TEAM ID: PNT2022TMID4633

PROBLEM SOLUTION FIT

Defi ne Cs, Fit into CC	1)CUSTOMER SEGMENT(S) All user	6)CUSTOMER CONSTRAINTS Understand each constraint clearly	5)AVAILABLE SOLUTIONS Quarantitative data,qualitatie information and news	Expl ore AS, D i f f e r e n t
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Focus on j&p tap into BE, Under stand RC	2)JOB-TO-BE- DONE/PROBLEMS Too many notiflcations irritate the users and it clutters the bar on their phone	9)PROBLEM ROOT CAUSE An iterative interrogative technique used toexplore the cause and effect relationships Underlying a particular problem	7) BEHAVIOUR Customer behavior models help you understand your unique customer base and more effectively attract,engage and retain them.	Focus on j&p, tap into BE, Under stand RC
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Identify Strong TR & EM	<p>3)TRIGGERS</p> <p>Change in the marketing channel.</p>	<p>10)YOUR SOLUTION</p> <p>Here are some practical benefits that you can get from real-time news tracking</p>	<p>8)CHANNELS OF BEHAVIOURS</p> <p>ONLINE:Online behavioral tracking is a product of technologies built into web pages</p> <p>OFFLINE: A channel that does not use the internet</p>	Identify Strong TR & EM
	<p>4)EMOTIONS BEFORE/AFTER</p> <p>Sensory branding, empowerment</p>			