News Tracker Application

1. CUSTOMER SEGMENT(S) **CS**

- People who don't have time to read the newspaper
- People who like to see more relevant stories
- People who can't physically carry newspaper
- People who want to know instant updates

6. CUSTOMER LIMITATIONS

- Network connectivity – provide offline access
- Lack of personalization
- Inability to escape spam or clickbait content
- Inability to group articles together while bookmarking during research

5. AVAILABLE SOLUTIONS

- User can follow favorite topics and people
- User can block a genre from showing up in their feed
- Availability of a separate general feed and customized feed

Explore AS, differentiate

2. PROBLEMS

- There is a lack of filter for non-trustworthy publishers in the existing solutions.
- It is hard to cross verify stories across multiple resources
- It is hard to track particular issue
- It is hard to filter out spam

9. PROBLEM ROOT / CAUSE

- No customization option for users
- No feedback system for users
- No filters for spam or clickbait content
- No offline access for users
- No options to customize notifications

7. BEHAVIOUR

- User manually finds different sources of information to verify a story
- User saves the stories privately in a medium of their own during research work
- User manually searches stories to track an issue since its beginning

Focus on PR, tap into BE, understand RC

3. TRIGGERS TO ACT

- The urge to know the day to day happenings than others
- Readers today want great content in easily digestible, bites. They don't want to have to trawl through a complicated website to get it.

10. YOUR SOLUTION

- A separate segment for day to day happenings as hot headlines
- Advertisement column to display job vacancies, advertisements
- Display category wise news as of user's wish to save time
- Create awareness about the various issues prevailing all over the world

8. CHANNELS of BEHAVIOR

Online:
- User gets to see the live updates when they have internet connectivity
- The system also downloads stories for them to read if they go offline.

Offline:
- The user can browse through the content downloaded when they were online
- They can rate the quality of downloads

4. EMOTIONS: BEFORE / AFTER

Before: Frustrated over irrelevant content, slow updates

After: Satisfied