Problem Statement Document

1. CUSTOMER SEGMENT(S) — CS

Define CS, fit into CC

- From young people to old people
- From working professional to jobless person
- From poor to rich
- From village people to city people
- Every one reads news now-a-days.

6. CUSTOMER CONSTRAINTS — CC

- No network, Provide Download option
- No well organized content
- No related and interesting and educating content
- Click Bait(Topic and content are not related)
- Annoying user interface
- No customization option

5. AVAILABLE SOLUTIONS — AS

Explore AS, differentiate

- User can customize what content to read and can search contents
- Chat bot that solves user queries
- Providing quick access to favorite topic
- User friendly interface, avoiding misleading ads
- Prioritize news according to user interest and location.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Focus on J&P, tap into

- Reading unwanted and irrelevant and repeated content
- Bad user interface
- Searching related news
- Misleading Ads and unorganized contents
- user unable to customize news content
- Using internet for previously watched content
- Forced notifications and ads
- Providing dark mode

9. PROBLEM ROOT CAUSE — RC

- No user customization. This leads to unorganized and uninterested news.
- No search bars leads 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 interface needs to be attractive and easy to use or it make user to lose interest on app
- Provide notification which related to user wish

7. BEHAVIOUR — BE

Focus on J&P, tap int C

- User searching news and wasting time on it
- 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.
- User may feel stressed eye.
- User may avoid notification if it is not related.

3. TRIGGERS — TR

Identify strong TR & EM

- People asking about latest news
- When things goes viral
- When need report about weather, market, sports and etc

4. EMOTIONS: BEFORE / AFTER — EM

- Feels waste of time to read irrelevant content
- Feels frustrated about misleading news
- Feels getting lack of information from contents

10. YOUR SOLUTION — SL

- Providing search bars and content customization tiles
- Enabling download options and save or pin post options
- Providing Chat bot
- Providing Dark Mode
- Providing like, comments, tag, polling options to develop to develop user interface further more.
- User can control their notification. They can select content which they need to notified.

8. CHANNELS of BEHAVIOUR — CH

Extract online & offline CH of BE

8.1 ONLINE

- User can customize their news according to their interest.
- User can interact with community feed and user can report any queries

8.2 OFFLINE

- User can save post and then read it for later
- User can download post and can share it to other people.