

# Problem-Solution Fit canvas

## NEWS TRACKER APPLICATION

to CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> 1. Kids 2. Adults 3. Senior Citizens	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> 1. No Network 2. Unwanted Content	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PLUSES &amp; MINUSES</small> 1. User Friendly Interface 2. Customization 3. ChatBot for user queries	to BE, understand RC
	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span>PR</span> 1. Bad User Interface 2. Unwanted Content 3. Bad Advertisements	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> 1. No Support to address user queries 2. No Personalization 3. Bad UI / UX 4. No Offline Downloads	<b>7. BEHAVIOR + ITS INTENSITY</b> <span>BE</span> 1. Bad and Misleading Ads 2. Prioritization of Content 3. Unwanted Notification	
Focus on PR, tap into BE, understand RC	<b>3. TRIGGERS TO ACT</b> <span>TR</span> 1. Viral News 2. Latest Updates 3. Weather Updates 4. Sports Coverage	<b>10. YOUR SOLUTION</b> <span>SL</span> 1. Searching Feature 2. Offline Downloads 3. ChatBot for Support 4. Notification Preferences 5. Better UI / UX	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> ONLINE 1. Customization 2. Interaction with fellow users	Extr
	<b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small> 1. Frustration 2. Procrastination 3. Wasting of Time		OFFLINE 1. View Downloads 2. Save posts for later	

