

# NEWS TRACKER APPLICATION FOR NALAIYATHIRAN

## 1. CUSTOMER SEGMENT(S)

For Old people  
For young people  
For middle class and rich people  
For school students  
For physically disabled people

## 5. CUSTOMER CONSTRAINTS

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

## 8. AVAILABLE SOLUTIONS

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

## 2. JOBS-TO-BE-DONE / PROBLEMS

Reading unwanted content  
Bad user interface  
Searching for desired news  
Unwanted Ads contents  
Unwanted banned content as Advertisement  
Using internet for previously watched content  
Providing dark mode

## 6 PROBLEM ROOT CAUSE

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

## 9. BEHAVIOUR

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

People will be waiting fro day to day news.  
News on sports,geography,climate,geopolitics and politics.  
Current news happening viral all around the world

## 7 YOUR SOLUTION

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.

## 10. CHANNELS of BEHAVIOUR

User can customize their news according to their interest.  
User can interact with community feed and user can report any queries  
User can save post and then read it for later  
User can download post and can share it to other people.

## 4. EMOTIONS: BEFORE / AFTER

Waste of time after reading unwanted content.  
Waste of internet if no desired information is gathered.