**NEWS TRACKER APPLICATION FOR NALAIYATHIRAN**

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|  | **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** | | **6 PROBLEM ROOT CAUSE** | | **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. |  |  |
| Reading unwanted content | | No user customization. This leads to unorganized and uninterested news. | |
| Bad user interface | | No search bars leads frustration to search contents | |
| Searching for desired news | | No service to complain(Chat bot solves queries.) | |
| Unwanted Ads contents | | No download option user may not have internet. | |
| Unwanted banned content as Advertisement | | Light mode may not good for eye. | |
| Using internet for previously watched content | | User interface needs to be attractive and easy to use or it make user to lose interest on app | |
| Providing dark mode | | Provide notification which related to user wish | |
|  | **3. TRIGGERS** | | **7 YOUR SOLUTION** | | **10. CHANNELS of BEHAVIOUR** | | **Extract online & ofﬂine CH of BE** |
| 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 | | Providing search bars and content customization tiles Enabling download options and save or pin post options  Providing Chat bot | | User can customize their news according to their interest.  User can interact with community feed and user can report any queries | |
| **4. EMOTIONS: BEFORE / AFTER** |  | Providing Dark Mode | |  | |
| Waste of time after reading unwanted content.  Waste of internet if no desired information is gathered. |  | 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. | | User can save post and then read it for later  User can download post and can share it to other people. | |