NEWS TRACKER APPLICATION

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| **Deﬁne CS, ﬁt into CC** | **1. CUSTOMER SEGMENT(S)**  For young people to old people  For poor persons to rich persons  Also for village people to city people  For working professionals to jobless persons | **CS** | **6. 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 | **CC** | **5. AVAILABLE SOLUTIONS**  Chatbot that solves user queries  Users will customize the content to read and search  Will Provide quick access to favorite topics  User-friendly interface, avoiding misleading ads  Prioritize news according to user interest and location. | **AS** | **Explore AS, differentiate** |
| **Focus on J&P, tap into** | **2. JOBS-TO-BE-DONE / PROBLEMS J&P** | | **9. PROBLEM ROOT CAUSE RC** | | **7. BEHAVIOUR**  A user searching news and waste time on it  The user gets frustrated while using the bad user interface  Misleading ads or topics waste user time and confuse the user  User needs all types of content but needs their favorite content to be prioritized.  Users may feel stressed eye.  Users may avoid notification if it is not related. | **BE** | **Focus on J&P, tap int C** |
| Reading an unwanted and irrelevant and repeated content | | No user customization. This leads to unorganized and uninterested news. | |
| Very Bad user interface | | No search bars leads frustration to search contents | |
| Searching related news | | No service to complain(Chat bot solves queries.) | |
| Unwanted Ads content and unorganized content | | No download option user may not have internet. | |
| user unable to customize news content | | The light mode may not good for the eye. | |
| Using the internet for previously watched content | | The user interface needs to be attractive and easy to use or it makes user to lose interest in the app | |
| Providing dark mode | | Provide notifications which related to user’s wish | |
| **Identify strong TR & EM** | **3. TRIGGERS TR** | | **10. YOUR SOLUTION SL** | | **8. CHANNELS of BEHAVIOUR CH** | | **Extract online & ofﬂine CH of BE** |
| People expect about the latest news  When news goes viral Need report about the weather, market, sports and etc | | Providing search bars and content customization tiles Enabling download options and save or pin post options  Providing Chatbot | | **8.1 ONLINE**  User can customize their news according to their interest.  Users can interact with the community feed and user can report any queries | |
| **4. EMOTIONS: BEFORE / AFTER** | **EM** | Providing Dark Mode | | **8.2 OFFLINE** | |
| While reading irrelevant content make to Feels waste of time to read.  Feels getting lack of information from contents |  | 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. | |