Project Design Phase-I

Problem Solution Fit

Date	30 September 2022
Team ID	PNT2022TMID17328
Project Name	News Tracker Application

Define CS, fit into CL	**1. CUSTOMER SEGMENT(S)** `CS` Always stay up to date with current events.	**6. CUSTOMER LIMITATIONS** EG. BUDGET, DEVICES `CL` The limitations of news tracker include their reproduction problems, short life span, lack of selectivity, and clutter.	**5. AVAILABLE SOLUTIONS** PLUSES & MINUSES `AS` This will help the users to share news on various platforms such as Twitter and Facebook. This will give an amazing user experience and also will also increase the views.	**Explore AS, differentiate**
Focus on PR, tap into BE, understand RC	**2. PROBLEMS / PAINS** + ITS FREQUENCY `PR` • Too many apps used by single user. • Spammed with Notifications. • Increase in number of irrelevant news. • Fake news getting shared.	**9. PROBLEM ROOT / CAUSE** `RC` The people who are not knowing the news such that people won't get up to date and risk to survive in this generation.	**7. BEHAVIOR** + ITS INTENSITY `BE` Using man power for printing and distributing the newspaper can cause financial problems.	**Focus on PR, tap into BE, understand RC**
Identify strong TR & EM	**3. TRIGGERS TO ACT** `TR` Now a days youngsters are not interested in reading the newspapers so that they can read the news by their smart phones. **4. EMOTIONS** BEFORE / AFTER `EM` **Before: Older audiences may not access digital platforms.** **After:** Increased the level of features and feel secured	**10. YOUR SOLUTION** `SL` By this application we can make ourselves updated, to know job vacancies, to make us knowledgeable.	**8. CHANNELS of BEHAVIOR** `CH` Promoting through social media. With the help of social media entrepreneurs/influencer. OFFLINE Through newspaper advertisements.	**Extract online & offline CH of BE**