Project Design Phase-I

Solution Fit

Date	10 October 2022
Team ID	PNT2022TMID14504
Project Name	News Tracker Application

1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL	5. AVAILABLE SOLUTIONS PLUSES & MINUSES AS
1.Always stay up to date with current events. 2.person of Lectiophile	1.Low Network Usage. 2.Proper Network connection should established.	1.Identifying personal preference. 2.short and crisp news .

Define CS, fit into CL · *Explore AS, differentiate*

2. PROBLEMS / PAINS + ITS FREQUENCY PR	9. PROBLEM ROOT / CAUSE RC	7. BEHAVIOR + ITS INTENSITY BE
• Unable to know the news without internet Connection. • Spammed with Notifications. • Increase in number of irrelevant news. • Fake news getting shared.	1.User are not getting relevant news often because requirement are not set by user. 2.Less reliable apps with all facilities	1.Better personal Preference 2.Developing information of application

Focus on PR, tap into BE, understand RC · *Focus on PR, tap into BE, understand RC*

3. TRIGGERS TO ACT TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOR CH
1.Advertisment 2. Customer Satisfaction	1.Daily Updation are provided. 2.Various job vacancies are provided.	1.Promoting through social media. With the help of social media entrepreneurs/influencer.
4. EMOTIONS BEFORE / AFTER EM **Before: Older audiences may not access digital platforms.** **After:** Increased the level of features and feel secured		OFFLINE Application is Ubiquity.

Identify strong TR & EM · *Extract online & offline CH of BE*