Project Title:News Tracker Application   **Project Design Phase-I - Solution Fit**

1. Target Customers **CS**	6. CUSTOMER CONSTRAINTS **CC**	5. AVAILABLE SOLUTIONS **AS**
• Avid Readers • Businessmen • Young people who are looking to invest	• No customization • Click baits • Consume high bandwidth • No download options	• User friendly interface • Avoiding ads • Prioritize news according to user interest • User can customize what content to read and can search contents

Focus on J&P, tap into BE,

2. JOBS-TO-BE-DONE / PROBLEMS **J&P**	9. PROBLEM ROOT CAUSE **RC**	7. BEHAVIOUR **BE**
• Incapable of customization • Misleading ads and unorganized contents • Bad user interface • News not received at correct time	• No user customization • People don't have time for reading newspaper and watching news channels.	• User need all types of content but needs their favourite content to be prioritized. • Misleading ads or topics distracs the user.

s on J&P, tap into BE, unde

3.TRIGGERS **TR**	10.YOUR SOLUTION **SL**	8. CHANNELS of BEHAVIOUR **CH**
• People asking about the latest news • Reading about a more efficient solution in the news	• User can control their notification. They can select what news to be displayed. • Enabling download options • Providing search bars	**8.1 ONLINE** User can customize their news according to their interest **8.2 OFFLINE** User can view news in offline mode by downloading the news.

4.EMOTIONS:BEFORE/AFTER **EM**

Before: User doesn't get news as soon as

possible. Also no customization

After: User gets news ASAP and

can customize the content.