

PROBLEM SOLUTION FIT

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Project Name	NEWS TRACKER APPLICATION

PROBLEM SOLUTION FIT

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?

- NEWS reader
- Everyone who follows the news daily

CS

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices

- Network connectivity
- Waste of paper
- No customization option
- Only one physical copy

CC

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem?

- Providing quick access to favorite topics
- NEWS telecasted via TV and radio
- User friendly interface, avoiding misleading ads
- Providing NEWS according to user interest

AS

Explore AS, differentiate

Focus on J&P, tap into BE, understand

J&P

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?

- Too much of unwanted content will waste the time of the user/customer.
- Some of the news article may be fake and misleading.
- Too many news channels and articles may confuse the user/customer.

RC

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

In a busy world, people do not have time for reading newspaper and watching news channels.

BE

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?

- Avoiding notification if it is not related
- Feel stressed eye
- Reading newspaper in a routine
- Following an discussing it with a group of people to understanding the happening and others point of view.

Focus on J&P, tap into BE, understand

Identify TR & EM

TR

What triggers customers to act?

- Lack of awareness about using technology
- When a news goes viral

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?

- Before - Curious
- After - Satisfied

SL

Instead of the user having to search across the internet for news; news articles from various news sites and news platforms across the internet must be collected and displayed in an organized manner, by segregating them into various categories, at a single destination.

CH

8.1 ONLINE

What kind of actions do customers take online?

Immediate Access of updated news at any point of time

8.2 OFFLINE

What kind of actions do customers take offline?

User can save or bookmarked the wanted news and can access offline