**Project Title: News Tracker Application Project Design Phase-I** - **Solution Fit Team ID:** PNT2022TMID51114

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

* Cost free
* Time saving
* Instant News

**AS**

**5. AVAILABLE SOLUTIONS**

* No network availability
* Lack of content

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1.CUSTOMER SEGMENT (S)**

* Curious people
* People of all ages

**Explore AS, differentiate**

**Define CS, fit into CC**

* Users use “HELP” to address their problem
* User can rate the application and share their opinion

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

* People need to get instant updation of news
* Available anywhere and anytime

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

* Quality and consistent content
* User desired advertisement

**Focus on J&P, tap into BE, understand RC**

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**Identify strong TR & EM**

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| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**   * When something gets trendy * When rumors get wild | **10. YOUR SOLUTION SL**   * Replacement of news papper is the news application * Nws application is short and precise whereas newspaper has laod of contents which needs to be fully read tto understand | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**  * Users have the option to personalise their news to their interests.   1. **OFFLINE** * Can download the news in online and read it in offline |  |
| **4. EMOTIONS: BEFORE / AFTER EM**   * Loads of content grouped together * Time consumptionl |