

Project Design Phase - 1 – Problem Solution Fit

Project Title: News Tracker Application

Team ID: PNT2022TMID45933

<u>1.CUSTOMER SEGMENT:</u> <ul style="list-style-type: none">NEWS readerEveryone who follows the news daily	<u>6.CUSTOMER CONSTRAINT:</u> <ul style="list-style-type: none">Knowledge to access the app.They need to have good internet connection.They need to have a PC or mobile phone.	<u>5.AVAILABLE SOLUTION:</u> <p>Instesd of using conventional mode of reading we can create a news app.</p> <p>In this app the many news in global level are covered and having a option of searching particular news.</p>
<u>2.JOBS TO BE DONE/PROBLEM:</u> <ul style="list-style-type: none">Reading unwanted and irrelevant and repeated contentBad userinterfaceSearching related newsMisleading Ads and unorganized contentsuser unable to customize news contentUsing internet for previously watched contentForced notifications and adsProviding dark mode	<u>9.PROBLEM ROOT CAUSE:</u> <p>In a busy world, people do not have time for reading newspaper and watching news channels.</p>	<u>7.BEHAVIOUR:</u> <p>The users have rights to access the news they don't have permission to access personal details.</p>
<u>3.TRIGGERS:</u> <p>We had suufcient features to reach the app. This app is a daily use application. It is safe and secure.</p> <u>4.EMOTION BEFORE/AFTER:</u> <p>Before: People did not use this app because they did not have any awareness.</p> <p>After: Now People are known about these app and usage of this app becomes high.</p>	<u>10.YOUR SOLUTION:</u> <p>This application is used to show updated news on time to time.This will show a news in reels format where user can enjoy viewing the news in different manner. This application will avoid most of the advertisement and we sure it wont disturb our customer.user can also follow their interested news page in our application.The user interface in our application will be good and news feeds depend on user interest will be updated on time.</p>	<u>8.CHANNELS OF BEHAVIOUR:</u> <p>8.1 Online</p> <p>What kind of actions do customers take online? Extract online channels from #7 Continuous updations of news. Generate notification of list of news which the user need to follow user can stack the news.</p> <p>8.2 Offline</p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. user can see the downloaded news</p>