**NEWS TRACKER APPLICATION**

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| **Deﬁne CS, ﬁt into CC** | **1. CUSTOMER SEGMENT(S)**  For young people to old people  For poor persons to rich persons  Also for village people to city people  For working professionals to jobless persons | **CS** | **6. CUSTOMER CONSTRAINTS**  No network, Provide Download option No well organized content  No related and interesting and educating content Click Bait(Topic and content are not related) Annoying user interface  No customization option | **CC** | **5. AVAILABLE SOLUTIONS**  Chat bot that solves user queries  User will customize what the content to read and search  Will Providing quick access to favorite topics  User friendly interface, avoiding misleading ads  Prioritize news according to user interest and location. | **AS** | **Explore AS, differentiate** |
| **Focus on J&P, tap into** | **2. JOBS-TO-BE-DONE / PROBLEMS J&P** | | **9. PROBLEM ROOT CAUSE RC** | | **7. BEHAVIOUR**  User searching news and wasting time on it  User gets frustrated while using bad user interface  Misleading ads or topics wasting user time and confuse user  User need all types of content but needs their favorite content to be prioritized.  User may feel stressed eye.  User may avoid notification if it is not related. | **BE** | **Focus on J&P, tap int C** |
| Reading an unwanted and irrelevant and repeated content | | No user customization. This leads to unorganized and uninterested news. | |
| Very Bad user interface | | No search bars leads frustration to search contents | |
| Searching related news | | No service to complain(Chat bot solves queries.) | |
| Unwanted Ads contents and unorganized contents | | No download option user may not have internet. | |
| user unable to customize news content | | Light mode may not good for eye. | |
| Using internet for previously watched content | | User interface needs to be attractive and easy to use or it make user to lose interest on app | |
| Providing dark mode | | Provide notification which related to user wish | |
| **Identify strong TR & EM** | **3. TRIGGERS TR** | | **10. YOUR SOLUTION SL** | | **8. CHANNELS of BEHAVIOUR CH** | | **Extract online & ofﬂine CH of BE** |
| People expecting about latest news  When a news goes viral  Need report about weather, market, sports and etc | | Providing search bars and content customization tiles Enabling download options and save or pin post options  Providing Chat bot | | **8.1 ONLINE**  User can customize their news according to their interest.  User can interact with community feed and user can report any queries | |
| **4. EMOTIONS: BEFORE / AFTER** | **EM** | Providing Dark Mode | | **8.2 OFFLINE** | |
| While reading irrelevant content make to Feels waste of time to read.  Feels getting lack of information from contents |  | Providing like, comments, tag, polling options to develop to develop user interface further more.  User can control their notification. They can select content which they need to notified. | | User can save post and then read it for later  User can download post and can share it to other people. | |