

NEWS TRACKER APPLICATION

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TEAM MEMBERS

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1. CUSTOMER SEGMENT(S)

CS

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

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

AS

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.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Reading an unwanted and irrelevant and repeated content

Very Bad user interface

Searching related news

Unwanted Ads contents and unorganized contents

user unable to customize news content

Using internet for previously watched content

Providing dark mode

3. TRIGGERS

TR

People expecting about latest

news

When a news goes viral

Need report about weather, market, sports and etc.

4. EMOTIONS: BEFORE / AFTER

EM

While reading irrelevant content make to

Feels waste of time to read.

Feels getting lack of information from contents

9. PROBLEM ROOT CAUSE

RC

No user customization. This leads to unorganized and uninterested news.

No search bars leads frustration to search contents

No service to complain(Chat bot solves queries.)

No download option user may not have internet.

Light mode may not good for eye.

User interface needs to be attractive and easy to use or it make user to lose interest on app

Provide notification which related to user wish

10. YOUR SOLUTION

AL

Providing search bars and content customization tiles

Enabling download options and save or pin post options

Providing Chat bot

Providing Dark Mode

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.

7. BEHAVIOUR

BE

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.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

User can customize their news according to their interest.

User can interact with community feed and user can report any queries

8.2 OFFLINE

User can save post and then read it for later

User can download post and can share it to other people.