NEWS TRACKER APPLICATION

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TEAM MEMBERS

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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

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

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.

2. JOBS-TO-BE-DONE / PROBLEMS



9. PROBLEM ROOT CAUSE



7. BEHAVIOUR

BE

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

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

7. DETIAVIOUR

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.

3. TRIGGERS



People expecting about latest

news

When a news goes viral

Need report about weather, market, sports and etc.

10. YOUR SOLUTION



Providing search bars and content customization tiles

Enabling download options and save or pin post options

Providing Chat bot

8. CHANNELS of BEHAVIOUR



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

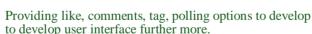


While reading irrelevant content make to

Feels waste of time to read.

Feels getting lack of information from contents

Providing Dark Mode



User can control their notification. They can select content which they need to notified.

8.2 OÜLINE

User can save post and then read it for later

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