Project Design Phase-I

Problem Solution Fit

Team ID PNT2022TMID51969

Project Name: News Tracker Application

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) — CS Who is your customer? i.e. working parents of 0-5 y.o. kids People who reads news	6. CUSTOMER CONSTRAINTS — CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. 1. Consumes more cost 2. Network connection 3. Account security	5. AVAILABLE SOLUTIONS — AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking Newspapers, Television or any other youtube channels may be used to get to know what's happenning around the world.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS — J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. 1. Providing news based on their interest. 2. Avoiding fake news.	9. PROBLEM ROOT CAUSE — RC What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. At this fast and digital world, everyone wants everything in their fingertips. They wants to know only that is relevant to them. They want to get updated instantly using their mobiles.	7. BEHAVIOUR — BE What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) To know about any news, they go for television or buy a newspaper. This may not always provide news that they required and there may not be any storage to store any news for later view.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS — TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Reading about a more efficient solution in the news 4. EMOTIONS: BEFORE / AFTER — EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. Before: Anxiety due to waste of time in searching for news After: Relaxed because of no waste of time	10. YOUR SOLUTION — SL If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. Developing a news app that provides instant news to user only that is relvant to their domain which would save their time.	8. CHANNELS of BEHAVIOUR — CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 They can read news any where any time they needed in online mode 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Some time is to be allocated dedicatedly to read newspaper in offline.	Extract online & offline CH of BE