


**Project Design phase – I**  
**PROBLEM SOLUTION FIT**

Date	12 October 2022
Team ID	PNT2022TMID44561
Project Name	Project – News Tracker Application
Maximum Marks	2 Marks

Identify strong TR & EM	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"> <li>Employees</li> <li>Students</li> <li>Old people</li> <li>Young people</li> <li>Business Official</li> </ul>	<b>6. CUSTOMER</b> <b>CC</b> <ul style="list-style-type: none"> <li>Cannot use in offline mode</li> <li>Network connection</li> <li>Payment for subscription may be high.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <ul style="list-style-type: none"> <li>User can customize their news content based upon their preferences.</li> <li>Chatbot solves the queries</li> <li>Recommendation of preferred news topics.</li> </ul>
	<b>2. JOBS-TO-BE-DONE/PROBLEMS</b> <b>J&amp;P</b> <ul style="list-style-type: none"> <li>Bad user interface.</li> <li>Internet and data consumption.</li> <li>To avoid fake news</li> <li>Implementation of dark mode.</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"> <li>Appearance of unwanted notifications.</li> <li>No download option may make the user frustrated when there is no internet available,</li> <li>Light from the screen may affect the user's eyes.</li> </ul>	<b>7. BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"> <li>Installation of application using internet</li> <li>Searching for news and wasting time on it.</li> <li>Users get irritated while using bad user interface.</li> </ul> 
Identify strong TR & EM	<b>3. TRIGGERS</b> <b>TR</b> <ul style="list-style-type: none"> <li>Updating of preferred news story.</li> <li>When any news goes viral</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <p>A news app is developed to excel all expectations of the users, which stand out among all competitors. Recommendation of preferred news topics plays a major role in this news app.</p>	<b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b> <p>8.1 <b>ONLINE</b></p> <p>User can use this app based upon their needs. They can use read aloud option while online.</p> <p>8.2 <b>OFFLINE</b></p> <p>User can download their preferred news and read it Offline.</p>
	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> <ul style="list-style-type: none"> <li>Feels dejected while facing glitch issues.</li> <li>Feels frustrated while seeing ads.</li> </ul>		<p>Extract online &amp; offline CH of BE</p>