

# Problem-Solution Fit

## Problem-Solution Fit canvas 2.0 NEWS TRACKER APPLICATION

Define CS, fit into CC	<b>1.CUSTOMER SEGMENTS</b> <b>CS</b> <p>From,</p> <p>Young to old people.</p> <p>Urban to rural people.</p> <p>Poor to rich people.</p> <p>Professionals to jobless.</p> <p>Literates to illiterates.</p> <p>All read news now-a-days.</p>	<b>6.CUSTOMER CONSTRAINTS</b> <b>CC</b> <p>Need of internet.</p> <p>Need of smartphones or system.</p> <p>Annoying User interface.</p> <p>Easy to use and understandable.</p>	<b>5.AVAILABLE SOLUTIONS</b> <b>AS</b> <p>Customizable options for users.</p> <p>Users can scale up or down their fields of interest categories.</p> <p>Region based news.</p> <p>User-friendly interface.</p> <p>Easy to charge and portable than radios and televisions.</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE</b> <b>J&amp;P</b> <p>PROBLEMS</p> <p>Bad user interface</p> <p>Different views of customer and their satisfaction.</p>	<b>9.PROBLEM ROOT CAUSE</b> <b>RC</b> <p>Lack of customizable options</p> <p>No search bars cause irritation on searching news manually.</p>	<b>7.BEHAVIOUR</b> <b>BE</b> <p>User wastes time on searching news manually.</p> <p>Bad user interface leads to frustration.</p> <p>User needs prioritized contents first.</p> <p>Proper internet facility.</p>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3.TRIGGERS</b> <b>J&amp;P</b> <p>Latest news.</p> <p>Viral information,</p> <p>When we need reports about weather, market, sports, etc..</p>	<b>10.YOUR SOLUTION</b> <b>SL</b> <p>Providing real and eliminating fake news.</p> <p>Providing search bar.</p> <p>Customisable options.</p> <p>User-friendly interface.</p>	<b>8.CHANNELS OF BEHAVIOUR</b> <b>CN</b> <p><b>8.1 ONLINE</b></p> <p>User can customize news based on interest.</p> <p>User can avail all the features of this app with internet facility.</p>	Xtract online & offline CH of BE
	<b>4.EMOTIONS: BEFORE:</b> <b>EM</b> <p>Viewed only at home.</p> <p><b>AFTER:</b></p> <p>Portable- can be viewed at user's convenience.</p>		<p><b>8.2 OFFLINE</b></p> <p>User can save post and read it later.</p> <p>.</p>	