**Project title: News tracker application Project Design Phase-I - solution fit template Team id:** **PNT2022TMID50490**

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|  | 1. **CUSTOMER SEGMENT(S)**   Customer segmentation is commonly depends on common people. | **6)CUSTOMER CONSTRAINTS**  The time under which this work is to be submitted is short. The researcher had insufficient money to carry out all researches needed for this project. | **5)AVAILABLE SOLUTION**  The user wants to read the news without getting any unwanted notifications of news app on their devices they logged in. It avoids any fake news and advertisements. |  |
|  | **2)JOBS-TO-BE-DONE\PROBLEMS**  Some new approaches and techniques are used in this news applications, so there will be no problems occurs. | **9)PROBLEM ROOT CAUSE**  Missed news mentions; user sometimes get over whelmed by too many categories; the user doesn’t want to waste the time figuring out the relevance of the news. | **7)BEHAVIOUR**  Customers used to express their problems while sending comments in social media nowadays and exploit their messages to interviewers . |  |
|  | **3)TRIGGERS**  Trigger is also called as stressor, is an action or situation that can lead to an adverse emotional reaction.  4) **EMOTIONS:BEFORE\AFTER**  Customers can easily believe in fake news after knowing it fake, they realize it while emotions. | **10)YOUR SOLUTION**  The news app will notify you with a common news according with the user interest.  Many irrelevant news are arising in all news app, media and so on. This app will be showing the proved confirmatory news and avoiding any kind of irrelevant news based on that. The user just missed an important news on their device means, there should be a notification of the news it is mentioned in the news category. | **8)CHANNELS OF BEHAVIOUR**  Behaviour is generally assumed that the advocacy received by the respondent may affect the customer relationship, and tracking advocacy received can enable this assumption to be validated in the given sector. |  |