

# Problem-Solution fit canvas 2.0

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Project Desing Phase II - Problem  
Solution Fit

Purpose / Vision

<p>De fin e CS, fit into CC</p>	<ul style="list-style-type: none"> <li><b>CUSTOMER SEGMENT(S)</b></li> <li>➤ Every one who follow the news daily .</li> <li>People who has age more than 10 and below 70.</li> </ul>	<ul style="list-style-type: none"> <li><b>CUSTOMER CONSTRAINTS</b></li> <li>Waste of paper.</li> <li>Not in precise manner.</li> <li>Only one physical copy.</li> </ul>	<ul style="list-style-type: none"> <li><b>AVAILABLE SOLUTIONS</b></li> <li>News paper</li> <li>News Telecast ed through TV</li> <li>Through Radios</li> </ul>	<p>Explore AS, differentiate</p>
<p>Focus on J&amp;P, tap into BE, understand RC</p>	<ul style="list-style-type: none"> <li><b>JOBS-TO-BE-DONE / PROBLEMS</b></li> <li>Too much of unwanted</li> </ul>	<p><b>9. PROBLEM ROOT CAUSE</b></p> <p>Dependent Didn't have complete trust internet applications. No proper</p>	<ul style="list-style-type: none"> <li><b>BEHAVIOUR</b></li> <li>Reading newspaper.</li> <li>Following the news telecas</li> </ul>	<p>Focus on J&amp;P, tap into BE, understand RC</p>

	<p>content will waste the time of the user/customer.</p> <ul style="list-style-type: none"><li>• Some of the news article may be fake and misleading.</li><li>• Too many news channels and articles</li></ul>	<p>awareness about using of software applications.</p>	<ul style="list-style-type: none"><li>• ted in TV. Following</li></ul>	
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	les may conf use the user /cus tom er.			
Identify strong TR & EM	<ul style="list-style-type: none"><li>• <b>TRIGGERS</b><ul style="list-style-type: none"><li>➤ Lack of awareness about using technology.</li><li>• Old and easy methods</li></ul></li><li>• <b>EMOTIONS: BEFORE / AFTER</b><ul style="list-style-type: none"><li>• Before-Curious</li><li>• After-Satisfied</li></ul></li></ul>	<b>10. YOUR SOLUTION</b> <p>instead of the user having to search across the internet for news; news articles from various news sites and news platforms across the internet must be collected and displayed in an organized manner, by segregating them into various categories, at a single destination.</p>	<b>8. CHANNELS of BEHAVIOUR</b> <p><b>1. ONLINE</b> Immediate Access of updated news at any point of time</p> <p><b>8.2 OFFLINE</b> User can save or bookmarked the wanted news and can access offline</p>	Extract online & offline CH of BE