

# PROBLEM-FIT SOLUTION

Project Title : NEWS TRACKER APPLICATION

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## 1.CUSTOMER SEGMENTS

- From the businesswomen
- Can be accessed by everyone

## 6. CUSTOMER CONSTRAINTS

- Data Speed
- High Network
- Minimum Cost

## 5. AVAILABLE SOLUTION

- Download News Apps
- News website
- Search and filter options

## 2.JOBS-TO-BE-DONE/PROBLEMS

- Content and Ads
- Internet and networks Issues based on location
- User experience

## 9.PROBLEM ROOT CAUSE

- No download options
- Easily Damaged
- Essential notifications

## 7.BEHAVIOUR

- Misleading ads
- User feel stressed eyes
- Be need the news

## 3.TRIGGERS

- Viral and trending news

## 4.EMOTIONS:

**BEFORE:** There is difficulties to developing knowledge

**After:** It reduces the hassles of getting knowledge and information about the current event

## 10.YOUR SOLUTION

- Interest and location based contents
- Develop user interface further more
- User can control their notified

## 8.CHNNELS OF BEHAVIOUR

### ONLINE

- Read is done through app and website

### OFFLINE

- Read is done through news and share other peoples