

# NEWS TRACKER APPLICATION

## 1. CUSTOMER SEGMENT(S)

For young people to old people  
For poor persons to rich persons  
Also for village people to city people  
For working professionals to jobless persons

## 6. CUSTOMER CONSTRAINTS

No network, Provide Download option  
No well organized content  
No related and interesting and educating content  
Click Bait(Topic and content are not related)  
Annoying user interface  
No customization option

## 5. AVAILABLE SOLUTIONS

Chat bot that solves user queries  
User will customize what the content to read and search  
Will Providing quick access to favorite topics  
User friendly interface, avoiding misleading ads  
Prioritize news according to user interest and location.

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

Reading an unwanted and irrelevant and repeated content  
Very Bad user interface  
Searching related news  
Unwanted Ads contents and unorganized contents  
user unable to customize news content  
Using internet for previously watched content  
Providing dark mode

## 9. PROBLEM ROOT CAUSE

No user customization. This leads to unorganized and uninterested news.  
No search bars leads frustration to search contents  
No service to complain (Chat bot solves queries.)  
No download option user may not have internet.  
Light mode may not good for eye.  
User interface needs to be attractive and easy to use or it make user to lose interest on app  
Provide notification which related to user wish

## 7. BEHAVIOUR

User searching news and wasting time on it  
User gets frustrated while using bad user interface  
Misleading ads or topics wasting user time and confuse user  
User need all types of content but needs their favorite content to be prioritized.  
User may feel stressed eye.  
User may avoid notification if it is not related.

### 3. TRIGGERS

People expecting about latest news

When a news goes viral

Need report about weather, market, sports etc.

### 4. EMOTIONS: BEFORE / AFTER

While reading irrelevant content make to

Feels waste of time to read.

Feels getting lack of information from contents

### 10. YOUR SOLUTION

Providing search bars and content customization tiles

Enabling download options and save or pin post options

Providing Chat bot

Providing Dark Mode

Providing like, comments, tag, polling options to develop to develop user interface furthermore.

User can control their notification. They can select content which they need to notify

### 8. CHANNELS of BEHAVIOUR

#### 8.1 ONLINE

User can customize their news according to their interest.

User can interact with community feed and user can report any queries

#### 8.2 OFFLINE

User can save post and then read it for later

User can download post and can share it to other people.