**Explore AS, differentiate** 

Focus on J&P, tap into BE, understand

TR &

. ⊟≤

### 1. CUSTOMER SEGMENT(S)

In research, scientific purposes, and sociality purpose

### **6. CUTOMER CONSTRANTS**

### **5. AVAILABLE SOLUTIONS**

Customer can receive the information through internet and their updates. User interest news are list out top of the

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

From there the user can easily read the news in a single click and it is gives news as audio format .The user can receive messages based on their location.

### 9. PROBLEM ROOT CAUSE

Lot of time is wasting in reading news and some people does not know how to read in such cases they refuse the newspapers.

### 7. BEHAVIOUR

User experience, content performance, Perfect user interface, popularity sharing the news, conversion are optimization, checkout process website accessibility.

# Identify strong TR &

### 3.TRIGGERS

This software is used instead of using news and pictures. This software like as a journalism. .It access the user location and give the related news.

### **10.YOUR SOLUTION**

everywhere.

From this application, user get better UI experience, Reduce their time of reading and get information in

Using certain algorithms to pop up the user interest areas.

### 8. CHANNELS BEHAVIOUR

### 8.1. Online

This web application basically depends upon the internet connectivity, because we use the API and database connections through internet or online mode.

### 8.2. Offline

Identify strong This is not applicable for offline, but also we can save the clips and read in offline mode.

## EM

## 4. EMOTIONS: BEFORE / AFTER

Fear ,satisfaction, sometimes anger and both positive and negative responses while designing the application.