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| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)</div> <div>In research, scientific purposes, commercial purpose and sociality purpose</div> | 6. CUTOMER CONSTRANTS | 5. AVAILABLE SOLUTIONS | Explore AS, differentiate |
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| Focus on J&P, tap into BE, understand RC | <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>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.</div> | 9. PROBLEM ROOT CAUSE | 7. BEHAVIOUR | Focus on J&P, tap into BE, understand RC |
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| Identify strong TR & EM | <div>3.TRIGGERS</div> <div>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.</div> | 10.YOUR SOLUTION | 8. CHANNELS BEHAVIOUR | Identify strong TR & EM |
| | <div>4. EMOTIONS: BEFORE / AFTER</div> <div>Fear ,satisfaction, sometimes anger and both positive and negative responses while designing the application.</div> | | | |