

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS From young people to old people From working professional to jobless person From poor to rich From village people to city people Every one reads news now-a-days.	6. CUSTOMER CONSTRAINTS CC 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 AS User can customize what content to read and can search contents Chat bot that solves user queries Providing quick access to favorite topic User friendly interface, avoiding misleading ads Prioritize news according to user interest and location.	Explore AS, differentiate
Focus on J&P, tap into	2. JOBS-TO-BE-DONE / PROBLEMS J&P Reading unwanted and irrelevant and repeated content Bad user interface Searching related news Misleading Ads and unorganized contents user unable to customize news content Using internet for previously watched content Forced notifications and ads Providing dark mode	9. PROBLEM ROOT CAUSE RC 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 BE 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.	
Identify strong TR & EM	3. TRIGGERS TR People asking about latest news When things goes viral When need report about weather, market, sports and etc	10. YOUR SOLUTION SL Providing search bars and content customization tiles Enabling download options and save or pin post options Providing Chat bot Providing Dark Mode	8. CHANNELS of BEHAVIOUR CH 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.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Feels waste of time to read irrelevant content Feels frustrated about misleading news Feels getting lack of information from contents	Providing like, comments, tag, polling options to develop to develop user interface further more. User can control their notification. They can select content which they need to notified.		

