

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">For young people to old peopleFor poor persons to rich personsFor village people to city peopleFor working professionals to jobless persons</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none">No network, Provide Download option and not well-organized content.No related and interesting and educating content Click Bait (Topic and content are not related), annoying user interface,No customization options</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none">Chat bot that solves user queriesUser will customize what the content to read and searchProviding quick access to favorite topicsUser friendly interface, avoiding misleading adsPrioritize news according to user interest and location.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><ul style="list-style-type: none">Reading an unwanted and irrelevant and repeated contentVery Bad user interfaceSearching related newsUnwanted Ads contents and unorganized contentsuser unable to customize news contentUsing internet for previously watched contentProviding dark mode</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><ul style="list-style-type: none">No user customization. This leads to unorganized and uninterested news.No search bars lead frustration to search contentsNo 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 appProvide notification which related to user wish</div>	<div>7. BEHAVIOUR<div>BE</div><ul style="list-style-type: none">User searching news and wasting time on itUser gets frustrated while using bad user interfaceMisleading ads or topics wasting user time and confuse userUser 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.</div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div><ul style="list-style-type: none">People expecting about latest newsWhen a news goes viralNeed report about weather, market, sports and etc</div>	10. YOUR SOLUTION <div>SL</div> <ul style="list-style-type: none">Providing search bars and content customization tiles Enabling download options and save or pin post optionsProviding Chat botProviding Dark ModeProviding 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.	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE<ul style="list-style-type: none">User can customize their news according to their interest.User can interact with community feed and user can report any queries</div><div>8.2 OFFLINE<ul style="list-style-type: none">User can save post and then read it for laterUser can download post and can share it to other people.</div></div>	Focus on J&P, tap into BE, understand RC
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><ul style="list-style-type: none">While reading irrelevant content make to feel time consuming to read.Feels getting lack of information from contents</div>			

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