

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none"><li>For young people to old people</li><li>For poor persons to rich persons</li><li>For village people to city people</li><li>For working professionals to jobless persons</li></ul></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none"><li>No network, Provide Download option and not well-organized content.</li><li>No related and interesting and educating content Click Bait (Topic and content are not related), annoying user interface,</li><li>No customization options</li></ul></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none"><li>Chat bot that solves user queries</li><li>User will customize what the content to read and search</li><li>Providing quick access to favorite topics</li><li>User friendly interface, avoiding misleading ads</li><li>Prioritize news according to user interest and location.</li></ul></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><ul style="list-style-type: none"><li>Reading an unwanted and irrelevant and repeated content</li><li>Very Bad user interface</li><li>Searching related news</li><li>Unwanted Ads contents and unorganized contents</li><li>user unable to customize news content</li><li>Using internet for previously watched content</li><li>Providing dark mode</li></ul></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><ul style="list-style-type: none"><li>No user customization. This leads to unorganized and uninterested news.</li><li>No search bars lead frustration to search contents</li><li>No service to complain (Chat bot solves queries.)</li><li>No download option user may not have internet.</li><li>Light mode may not good for eye.</li><li>User interface needs to be attractive and easy to use or it make user to lose interest on app</li><li>Provide notification which related to user wish</li></ul></div>	<div>7. BEHAVIOUR<div>BE</div><ul style="list-style-type: none"><li>User searching news and wasting time on it</li><li>User gets frustrated while using bad user interface</li><li>Misleading ads or topics wasting user time and confuse user</li><li>User need all types of content but needs their favorite content to be prioritized.</li><li>User may feel stressed eye.</li><li>User may avoid notification if it is not related.</li></ul></div>	
<div>3. TRIGGERS<div>TR</div><ul style="list-style-type: none"><li>People expecting about latest news</li><li>When a news goes viral</li><li>Need report about weather, market, sports and etc</li></ul></div>	<div>10. YOUR SOLUTION<div>SL</div><ul style="list-style-type: none"><li>Providing search bars and content customization tiles Enabling download options and save or pin post options</li><li>Providing Chat bot</li><li>Providing Dark Mode</li><li>Providing like, comments, tag, polling options to develop to develop user interface further more.</li><li>User can control their notification. They can select content which they need to notified.</li></ul></div>		<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><ul style="list-style-type: none"><li>User can customize their news according to their interest.</li><li>User can interact with community feed and user can report any queries</li></ul><div>8.2 OFFLINE</div><ul style="list-style-type: none"><li>User can save post and then read it for later</li><li>User can download post and can share it to other people.</li></ul></div>	
<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><ul style="list-style-type: none"><li>While reading irrelevant content make to feel time consuming to read.</li><li>Feels getting lack of information from contents</li></ul></div>				