

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Working Professionals who doesn't have enough time to read the Newspaper.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Time and Budget.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Newspaper is an alternative to Newstracker Application.</div> <div>Pros: Users no longer need to read the news which they are not interested</div> <div>Cons: Screen time may get increased.</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>1.Reading Newspaper is time consuming task. 2.User may read uninterested news. 3.Regular buying of newspaper leads to exorbitant newspaper bills and may be result in unwanted scrap.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>In olden days,User did not have enough internet facilities.So there is no other way than reading a newspaper,To know what's happening around!</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>What do you want customers do to address the problem and get the job done?</div> <div>User need to follow the below steps: 1.Create an account in our webapp. 2.Login our webapp. 3.Categorize the news according to their interest.</div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>User when they see the neighbours stop buying Newspaper and subscribed to News Tracking Application.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>We made this application is such a way that showing fake news in our application is impossible and we categorize the news according to the user interest which saves time for our busy users</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 Online: User can categorize the news according to their interest and get notification</div> <div>8.2 Offline: User can download the detailed news of the headlines and can read it offline</div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Can see news only in television or newspaper > can see news anytime and anywhere just need your mobile phone</div>			

