

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> ➤ Every one who follow the news daily . ➤ People who has age more than 10 and below 70. 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> ➤ Waste of paper. ➤ Not in precise manner. ➤ Only one physical copy. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> ➤ News paper ➤ News Telecasted through TV ➤ Through Radios 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> ➤ Too much of unwanted content will waste the time of the user/customer. ➤ Some of the news article may be fake and misleading. ➤ Too many news channels and articles may confuse the user/customer. 	9. PROBLEM ROOT CAUSE RC <p>Dependent completely on newspapers and TV channels. Didn't have complete trust internet applications. No proper awareness about using of software applications.</p>	7. BEHAVIOUR BE <ul style="list-style-type: none"> ➤ Reading newspaper. ➤ Following the news telecasted in TV. ➤ Following the news broadcasting in radio. 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> ➤ Lack of awareness about using technology. ➤ Old and easy methods 4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> ➤ Before-Curious ➤ After-Satisfied 	10. YOUR SOLUTION SL <p>instead of the user having to search across the internet for news; news articles from various news sites and news platforms across the internet must be collected and displayed in an organized manner, by segregating them into various categories, at a single destination.</p>	8. CHANNELS of BEHAVIOUR CH <p>1. ONLINE Immediate Access of updated news at any point of time</p> <p>8.2 OFFLINE User can save or bookmarked the wanted news and can access offline</p>	Extract online & offline CH of BE