

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
people above 13 years of age.

CS

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? Low internet connectivity, delaying the problem solution .

CC

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? They could leave a note at the service centre.

AS

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one;depends on the particular customer.

J&P

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. Customer might have unknowingly clicked the ads over the net.

RC

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?
i. They can specify which part of the app went wrong .It can be internal or external Problems in the app.They can call to their respective service centre and describe issue.

BE

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act? Not viewing the exact details of the particular news, but viewing the summary of the particular news.

TR

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?
I. They feel petrified , lost due to technical issues or some other problem .
II. They feel delighted after conveying their problems to our service men .

EM

10. YOUR SOLUTION

If you are working under a condition which can be hard to reset or impossible to solve the problem in our app.You can kindly call us ,which makes your work easier and you can scroll down your favourite news without any technical issues or manipulation of data.We can secure your data and address under your profile name with no error or issues that could irritate you with. You can kindly call us or leave us a note or complaint at our service centre.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE
What kind of actions do customers take online?
Small issues which can be easily fixed by the customers.

CH

8.2 OFFLINE
What kind of actions do customers take offline?
I. Tell them the major issue in one's personal profile , it can be collided with other user profile's data which manipulates the problem into a bigger one.
II. It can be due to technical reasons.

Extract online & offline CH of BE