Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

- Young people
- Employers
- Students
- Old people
- Business Official

6. CUSTOMER   `CC`

- Payment for Subscription may be high.
- Network connections.
- Cannot use in offline mode.

Explore AS, differentiate

5. AVAILABLE SOLUTIONS   `AS`

- Chatbot solves the queries.
- Recommendation of preferred news topics.
- User can customize their news content based upon their preference.

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

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`

- To avoid fake news.
- Internet and Data Consumption.
- Implementation of dark mode.
- Bad user Interface.

9. PROBLEM ROOT CAUSE   `RC`

- No download option may make the user frustrated when there is no internet available.
- Light from the screen may affect the user's eyes.
- Appearance of Unwanted notifications.

7. BEHAVIOUR   `BE`

- Searching for news and wasting time on it.
- Users get Irritated while using bad user interface.
- Installation of application using internet

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

3. TRIGGERS `TR`

- When any news goes viral.
- Updating of preferred news story.

4. EMOTIONS: BEFORE / AFTER

•Feels frustrated while seeing ads.

•Feels dejected while facing glitch issues `EM`

10. YOUR SOLUTION `SL`

 A News App is developed to excel all expectations of the users, which stand out among all competitors. Recommendation of preferred news topics plays a major role in this news app.

8. CHA NNELS of BEHAVIOUR `CH`

8.1 ONLINE

 User can use this app based upon their needs. They can use Read aloud option while online

8.2 OFFLINE

 User can download their   preferred news and read it offline.