

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Working individuals and passionate NEWS readers</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>For ad free interface every news provider demand subscription from users</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Used Adblockers to avoid ad, but it's not secure for the user</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>Clumsy UI, Not Personalized, Vague news</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Now a days news has become a money making tool for the news agency so they force customer to pay for subscription or use ad loaded free version</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Pay for subscription or adjust with the ads shown</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>Seeing others using NEWS app with ad free interface motivate users to download the same</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>Provide free access to ad-free UI to read news, by using freeAPIs available to Provide personalized news to the users</div>	<div>8.CHANNELS of BEHAVIOR<div>CH</div></div> <div><div>ONLINE</div>Uses memes and posts in social media to get updated about happenings</div> <div><div>OFFLINE</div>Talk with peoples to know the current events and happenings</div>	Identify strong TR & EM