

| | | | | |
|--|---|--|--|--|
| Define CS, fit into CC | <div><div>1.CUSTOMER SEGMENT(S)<div>CS</div></div><div>People above the age of 10.</div></div> | <div><div>6.CUSTOMER CONSTRAINTS<div>CC</div></div><div>Budget, network connection, availability of storage, spending power</div></div> | <div><div>1. AVAILABLE SOLUTIONS<div>AS</div></div><div>People tried storing newspapers in storage rooms segregated by year, incidents, etc. But the thing was it occupied large storage areas and it was it difficult to keep track of all kinds of news. Later came the usage of scanning process.</div></div> | Explore AS, differentiate |
| | <div><div>2.JOBS-BE-DONE / PROBLEMS<div>J&P</div></div><div>Proper database methodologies needs to be followed for storage purpose.</div></div> | <div><div>9.PROBLEM ROOT CAUSE<div>RC</div></div><div>Customers doesn't have access to old information but with the help of this application they will be able to obtain it.</div></div> | <div><div>7.BEHAVIOUR<div>BE</div></div><div>Find right storage devices, calculate usage per day.</div></div> | |
| Focus on J&P, tap into BE, understand RC | | | | Focus on J&P, tap into BE, understand RC |
| | | | | |
| Identify strong TR & EM | <div><div>3.TRIGGERS<div>TR</div></div><div>Seeing their friends or family members using this application or through you tube advertisements.</div></div> | <div><div>10.YOUR SOLUTION<div>SL</div></div><div>With the help of databases we deliver an application that is very convenient for users to search for desired topics.</div></div> | <div><div>8.CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE<div>The customers search for the desired news in various websites.</div></div><div>8.2 OFFLINE<div>The customers search for the desired news through old newspaper.</div></div></div> | Identify strong TR & EM |
| | <div><div>4.EMOTIONS : BEFORE / AFTER<div>EM</div></div><div>Lost, insecure > confident, in control & design.</div></div> | | | |

