Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

- General people
- Business People
- Marketing people

6. CUSTOMER CONSTRAINTS   `CC`

- No customization option
- Click bait
- Network connection
- No network ,provide download option

5. AVAILABLE SOLUTIONS   `AS`

- User friendly interface
- Avoiding ads
- Prioritize news according to user interest
- User can customize what content to read and can search contents

Explore AS, differentiate

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

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

?

- User unable to customize new contents
- Misleading ads and unorganized contents
- Bad user interface
- News received at correct time

9. PROBLEM ROOT CAUSE   `RC`

- No user customization
- People don't have time for reading newspaper and watching news channels.

7. BEHAVIOUR   `BE`

- User need all types of content but needs their favourite content to be prioritized.
- Misleading ads or topics wasting the user time

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

Identify strong TR & EM

3. TRIGGERS   `TR`

- People asking about the latest news
- Reading about a more efficient solution in the news

4. EMOTIONS: BEFORE / AFTER   `EM`

Before :User can't get news up to date
After :News can be viewed anywhere at any time

10. YOUR SOLUTION   `SL`

- User can control their notification. They can select which they need to be notified.
- Enabling download options
- Providing search bars

8. CHANNELS of BEHAVIOUR   `CH`

8.1 ONLINE

User can customize their news according to their interest

8.2 OFFLINE

User can view news in offline mode by downloading the news.

Extract online & offline CH of BE