Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

- General public
  Age- Above 10 to 60+

6. CUSTOMER CONSTRAINTS — CC

- **Wastage of paper**: Millions of papers are printed everyday using few million bits of paper.

- **Can be time wasting**: Most individuals who read papers have the habit of perusing it in the first part of the day.

- **Lifeless News**: A paper gives a similar news following a day. We definitely know the insights regarding different occasions even before the paper is printed.

5. AVAILABLE SOLUTIONS — AS

- Google news
- YouTube
- Social Media platforms
- Live TV news channels
- Through common people
- Journals and magazines

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- Informing the change of situation in state.
- Being able to understand the place we live.

9. PROBLEM ROOT CAUSE — RC

- Work going people with busy schedule
- Easy access of news at any time.
- True and crisp information.

7. BEHAVIOUR — BE

- Local news radio in public transports.
- Smartphones with Wi-Fi-connection enables to access news anywhere.
- At their leisure time.

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

3. TRIGGERS `TR`

- Feeling lazy
- Being a self -centered person who doesn't want to know what happens around

4. EMOTIONS: BEFORE / AFTER `EM`

Ignorance, Curious-→Satisfied.

10. YOUR SOLUTION `SL`

- Provides notification according to preference.
- Keeps track of your news reads and favorites.
- All kind of genres available.

8. CHANNELS OF BEHAVIOUR `CH`

ONLINE:

- Default phone news app
- YouTube live stream of news and update
- Social media platforms
- News App

OFFLINE:

- Radio
- Local Transports
- Restaurants, Coffee shop.
- Interacting with various people.
- Newspaper, magazines ,journals