Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

- No need to buy the newspaper instantly download the application easily view the news article at anytime,anywhere,anyone.
- now world's turn as modernize so it's easily to reach news readers.

i.e. working parents of 0-5 y.o. kids

6. CUSTOMER CONSTRAINTS `CC`

- cost effective
- no need pay as uses.
- portable,interopertability.
- reliable and user friendly

5. AVAILABLE SOLUTIONS `AS`

- Many online news channels are avaliable, which publishes news for people to read news online.

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to

- But it is really hard for people to find the right and proper news.
- Different varieties of news is avalable in the internet, but it will be effictive only if the news articles are organized properly.

Explore AS, differentiate

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

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

- Being suggeseted with inaccurate news from unreliable news channels
- every news article in the internet cannot be trusted .It can be fake news also.
- news articles that are arranged in a proper manner may cause confusion,having go through unrelatable news articles is a waste of time.
- advertising and news overloading

9. PROBLEM ROOT CAUSE `RC`

- paid subscription for daily
- news nowadays, nobody have the time to search and read the right news from the internet.
- people find it really difficult read the daily news papers. So it will be very convinient if it possible to read news effectively via smartphones itself.
- It is really difficult for the user to get loation based news

7. BEHAVIOUR `BE`

i

- Based on the user location provide the news articles it's usefull to the customer
- user should have the option to comment over news content and user likes,dislikes the articles should be placed.

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

3. TRIGGERS   TR

- User can mark some articles as favourites
- User can be given an option to express his views and emotions by commenting about the news article in the comment section.

4. EMOTIONS: BEFORE / AFTER   EM

- User liking news articles should be recommended to the use

10. YOUR SOLUTION   SL

- news from trusted news channel should alone be displayed.

- fake news should be flagged

- news articles can be categorized into different sections so that
  It will be user to read the required news

- based on user past activity and interest news articles can be recommended

8. CHANNELS of BEHAVIOUR   CH

- copyrights of video,audio or someother files are mentioned clearly.

- source of the news must be verified before the publishing