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### 1. CUSTOMER SEGMENT(S)

CS

### **6. CUSTOMER CONSTRAINTS**

CC

#### 5. AVAILABLE SOLUTIONS

AS

Explore AS, differentiate

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

Waste of paper.

News paper

news daily.

Every one who follow the

News Telecasted through TV

People who has age more than 10 and below 70.

Only one physical copy.

Not in precise manner.

**Through Radios** 

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



9. PROBLEM ROOT CAUSE

SL

### 7. BEHAVIOUR



Too much of unwanted content will waste the time of the user/customer.

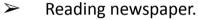
Some of the news article

may be fake and misleading.

Too many news channels

and articles may confuse

- Dependent completely on newspapers and TV channels. Didn't have complete trust internet
- applications.
- No proper awareness about using of software applications.



- Following the news telecasted in TV.
- **Following** the news broadcasting in radio.

### 3. TRIGGERS



Lack of awareness about using technology.

the user/customer.

Old and easy methods

instead of the user having to search across the internet for news; news articles from various news sites and news platforms across the internet must be collected and displayed in an organized manner, by segregating them into various categories, at a single destination.

## 10. YOUR SOLUTION

### 8. CHANNELS of BEHAVIOUR

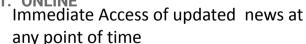


### 4. EMOTIONS: BEFORE / AFTER



- **Before-Curious**
- After-Satisfied

## 1. ONLINE



#### 8.2 OFFLINE

User can save or bookmarked the wanted news and can access offline

