No related and interesting and educating content

Click Bait(Topic and content are not related)

No network, Provide Download option

6. CUSTOMER CONSTRAINTS

No well organized content

Annoying user interface

EM

Identify strong TR &

BE

Explore AS, differentiate

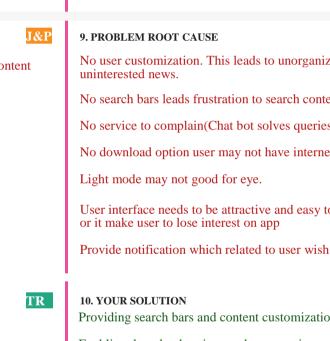
## 1. CUSTOMER SEGMENT(S) From young people to old people From working professional to jobless person From poor to rich From village people to city people Every one reads news now-a-days.

## 2. JOBS-TO-BE-DONE / PROBLEMS Reading unwanted and irrelevant and repeated content Bad user interface Searching related news Misleading Ads and unorganized contents user unable to customize news content Using internet for previously watched content Forced notifications and ads

## Providing dark mode 3. TRIGGERS TR People asking about latest news When things goes viral When need report about weather, market, sports and etc 4. EMOTIONS: BEFORE / AFTER EM Feels waste of time to read irrelevant content

Feels frustrated about misleading news

Feels getting lack of information from contents



No customization option 9. PROBLEM ROOT CAUSE No user customization. This leads to unorganized and uninterested news. No search bars leads frustration to search contents No service to complain(Chat bot solves queries.) No download option user may not have internet. Light mode may not good for eye. User interface needs to be attractive and easy to use or it make user to lose interest on app

Providing search bars and content customization tiles Enabling download options and save or pin post options Providing Chat bot Providing Dark Mode Providing like, comments, tag, polling options to develop to develop user interface further more.

User can control their notification. They can select content which they need to notified.

User can customize what content to read and can search contents Chat bot that solves user queries

Providing quick access to favorite topic

5. AVAILABLE SOLUTIONS

User friendly interface, avoiding misleading ads

Prioritize news according to user interest and location.

7. BEHAVIOUR User searching news and wasting time on it

User gets frustrated while using bad user interface

Misleading ads or topics wasting user time and confuse user

User need all types of content but needs their favorite content to be prioritized.

User may feel stressed eye.

User may avoid notification if it is not related.

## 8. CHANNELS of BEHAVIOUR

User can customize their news according to their interest.

User can interact with community feed and user can report any queries

User can save post and then read it for later

User can download post and can share it to other people.

8.1 ONLINE

8.2 OFFLINE