

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

The one who can't find time to read news paper  
People who just want to read relevant news.

6. CUSTOMER CONSTRAINTS

CC

Network issues while scrolling for news  
Responsivity of application  
Giving relevant news according to their search.

5. AVAILABLE SOLUTIONS

AS

They may choose newspaper or YouTube for news.  
Various news applications are available in various languages.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

They can't reschedule / give separate time to read news paper  
The problem while searching for the relevant news  
The particular news can't be searched in case of newspaper.  
The interests of the customer can't be managed rather than digital application.

9. PROBLEM ROOT CAUSE

RC

Newspapers give day-to- day news only.  
A day to cope with everything we have in our schedule

7. BEHAVIOUR

BE

People may use applications but, they have constraints  
People may surf the internet but, won't get the apt news.  
YouTube channels may be a solution but, they can't get all the news available.

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

Identify strong TR & EM

3. TRIGGERS

TR

Customer may install the app by seeing ads.  
Through friends' suggestion.

4. EMOTIONS: BEFORE / AFTER

EM

Before installing they feel it difficult to read news  
After using, they feel comfortable and user-friendly to get what they want.  
It conserves their time.

10. YOUR SOLUTION

SL

User should login with their details in the application in which we are providing with databases to manage their interest.  
Easy to use  
Various languages and regional news will be there.

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE  
People can find the particular news and can get what they want  
8.2 OFFLINE  
People need to buy newspapers to read.

Identify strong TR & EM