

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>Customer who reads newspaper on daily basis, probably of age greater than 16</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div><ul style="list-style-type: none">Smartphones with proper internet connectionExposure to digital screen</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS</div> <div><ul style="list-style-type: none">Subscription based news appOnline news websites</div> <div>AS</div>	Explore AS, differentia
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div><ul style="list-style-type: none">Collect daily newsUp to date informationNo need for users to carry newspapersNews on various streamsSearch-based news retireval</div> <div>J&P</div>	<div>9. PROBLEM ROOT CAUSE</div> <div><ul style="list-style-type: none">Customers has to get instant news. That cannot be provided with newspapers which comes on a daily-basis.Customers has to always carry the newspapers with themEnabling search – based news</div> <div>RC</div>	<div>7. BEHAVIOUR</div> <div><ul style="list-style-type: none">Customers should go to the website urlThe user can see global news & can search news</div> <div>BE</div>	Focus on J&P, tap into BE, understand RC

I d e e n t i f y s t r o n g T R & E

I d e n t i f

<div>3. TRIGGERS</div> <div>Search-based news</div> <div>Up to date news</div>	<div>TR</div>	<div>10. YOUR SOLUTION</div> <div>Our solution is the news tracker application which provides the customer the instant and interested news the customers are interested are in. The customers can search by streams available in the website such as entertainment, sports, technology etc</div>	<div>SL</div>	<div>8. CHANNELS OF BEHAVIOUR</div> <div>Website can be accessed anywhere and anytime</div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>Before: Shoud read all unwanted news</div> <div>After: Read news they are interested</div>	<div>EM</div>			