

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

2. JOBS-TO-BE-DONE / PROBLEMS

- All the news needs to be summarized
- Providing the accurate and reliable news

9. PROBLEM ROOT CAUSE

RC

- Fake news among the people

7. BEHAVIOUR

BE

- User need to install the application from a verified server
- Needs internet facility throughout the application

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Explore AS, differentiate

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CC

Identify strong TR & EM	<div>3. TRIGGERS</div> <div>User can send latest news to their neighbors and the entire community can stay updated</div> <div>TR</div>	<div>10. YOUR SOLUTION</div> <div>User can get only the exact and they don't need to be worried about fake news</div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1Online:</div> <div>User can do anything in this app while being online</div> <div>8.2Offline:</div> <div>In offline users need to allocate time reading newspaper</div>
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Before : User may get stressed while reading the news</div> <div>After : User are well informed and they will stay updated</div>		