

Focus on J&P, tap into BE,	1. CUSTOMER SEGMENT(S)  Business Owner  Multilingual Country		6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"><li>Time constraints</li><li>Must allow all the permission</li></ul>		5. AVAILABLE SOLUTIONS <ul style="list-style-type: none"><li>Add multi language</li><li>Location based search</li><li>Translate the news</li></ul>		Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS  Region Based News  Multilingual News		9. PROBLEM ROOT CAUSE <ul style="list-style-type: none"><li>Limited time frame to read/watch news.</li><li>Portability of news sources are low.</li><li>Most news sources have a low Ease of Access.</li></ul>		7. BEHAVIOUR <ul style="list-style-type: none"><li>Access the support system</li><li>Watches/reads news when they reach home</li></ul>		
Identity strong	3. TRIGGERS I get a News from unwanted Region and domain.		10. YOUR SOLUTION <ul style="list-style-type: none"><li>Get a localized news</li><li>Get various language oriented news</li></ul>		8. CHANNELS of BEHAVIOUR		Extract online & offline
	4. EMOTIONS: BEFORE / AFTER  Unfamiliarity about local region				8.1ONLINE <ul style="list-style-type: none"><li>Manage the search history</li><li>Uses YouTube to watch live/pre-recorded news</li></ul> OFFLINE <ul style="list-style-type: none"><li>Uses Physical materials like newspapers and magazines</li><li>Watches live news channels on the Television</li></ul>		

