

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Professionals in the workforce who lack the time to read the newspaper.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>Time and Budget.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Newspaper is an alternative to News tracker Application.</div><div>Pros: Users no longer need to read the news which they are not interested</div><div>Cons: Screen time may get increased.</div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div><div>1. Reading the newspaper takes time.</div><div>2. The user could read uninteresting news.</div><div>3. Regular newspaper purchases result in astronomical newspaper expenditures and sometimes undesirable scrap.</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>In the past, there was no other way to keep up with current events except to read the newspaper because users lacked access to the internet.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>The user must take the following actions:</div><div><div>1. Open an account on our web application.</div><div>2. Sign in to our web application.</div></div></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></div><div>When a user notices their neighbor's quitting their newspaper subscriptions, they sign up for the News Tracking Application.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>We designed this application so that it is difficult to display bogus news in it, and we categories the news according to user interests to help our busy users save time.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div><div>8.1 Online: Users can group news stories based on their interests and receive notifications.</div><div>8.2 Offline: The user can download and read offline the detailed news from the headlines.</div></div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>Can only see news in a newspaper or on television? You can see news anywhere, anytime with simply a mobile phone.</div></div>			

