

Define CS, fit into	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer?</div><div>People who don't have time to read the newspaper</div><div>People who like to see more relevant stories</div><div>People who can't physically carry newspaper and hence read news in their device</div><div>People who want to know instant updates about their domains of interest</div></div>	<div><div>6. CUSTOMER</div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div>Network connectivity – provide offline access</div><div>Lack of personalization</div><div>Inability to escape spam or clickbait content</div><div>Inability to group articles together while bookmarking during research</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>User can follow favourite topics and people</div><div>User can block a genre from showing up in their feed</div><div>Availability of a separate general feed and customized feed</div></div>	Explore AS, AS
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>There is a lack of filter for non-trustworthy publishers in the existing solutions</div><div>It is hard to cross verify stories across multiple resources</div><div>It is hard to track a particular issue</div><div>It is hard to filter out spam</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div><div>No customization options for users</div><div>No feedback system for users</div><div>No filters for spam or clickbait content</div><div>No offline access for users</div><div>No options to customize notifications</div></div>	<div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div>User manually finds different sources of information to verify a story</div><div>User saves the stories privately in a medium of their own during research work</div><div>User manually searches stories to track an issue since its beginning</div></div>	
Focus on J&P, tap into BE, understand	<div><div>3. TRIGGERS</div><div>Wanting to make productive use of breaks</div><div>Wanting to keep up with viral trends of the day</div><div>When instant update needed about weather, sports, market etc</div></div>	<div><div>10. YOUR SOLUTION</div><div>Providing options to customize their feed based on their interests</div><div>Option to customize the look and feel of the feed</div><div>Option to bookmark stories using a folder system</div><div>Option to search through the stories</div><div>Option to customize what shows up and what doesn't in the notification</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE</div><div>User gets to see live updates when they have data connectivity</div><div>The system also downloads stories for them to read if they go offline</div></div>	Focus on J&P, tap into BE, understand
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>Before: Frustrated over irrelevant content, slow updates</div><div>After: Satisfied</div></div>		<div><div>8.2 OFFLINE</div><div>The user can browse through the content downloaded when they were online</div><div>They can rate the quality of downloads</div></div>	
Identify strong TR & EM				Extract online & offline CH of BE