

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer?</p><ul style="list-style-type: none"><li>NEWS reader</li><li>Everyone who follows the news daily</li></ul></div>	<div>6. CUSTOMER CONSTRAINTS<div>—</div><p>What constraints prevent your customers from taking action or limit their choices</p><ul style="list-style-type: none"><li>Network connectivity</li><li>Waste of paper</li><li>No customization option</li><li>Only one physical copy</li></ul></div>	<div>5. AVAILABLE SOLUTIONS<div>—</div><p>Which solutions are available to the customers when they face the problem?</p><ul style="list-style-type: none"><li>Providing quick access to favorite topics</li><li>NEWS telecasted via TV and radio</li><li>User friendly interface, avoiding misleading ads</li><li>Providing NEWS according to user interest</li></ul></div>	Explore AS, differentiate

Focus on J&P, tap into BE, understand	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><p>Which jobs-to-be-done (or problems) do you address for your customers?</p><ul style="list-style-type: none"><li>Too much of unwanted content will waste the time of the user/customer.</li><li>Some of the news article may be fake and misleading.</li><li>Too many news channels and articles may confuse the user/customer.</li></ul></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>What is the real reason that this problem exists? What is the back story behind the need to do this job?</p><p>In a busy world, people do not have time for reading newspaper and watching news channels.</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>What does your customer do to address the problem and get the job done?</p><ul style="list-style-type: none"><li>Avoiding notification if it is not related</li><li>Feel stressed eye</li><li>Reading newspaper in a routine</li><li>Following and discussing it with a group of people to understand the happening and their point of view.</li></ul></div>	Focus on J&P, tap into BE, understand

Identify I'R & E M	<div>3. I'R<div>I'R</div><p>What triggers customers to act?</p><ul style="list-style-type: none"><li>Lack of awareness about using technology</li><li>When a news goes viral</li></ul></div>	<div>SL<div>SL</div><p>Instead of the user having to search across the internet for news; news articles from various news sites and news platforms across the internet must be collected and displayed in an organized manner, by segregating them into various categories, at a single destination.</p></div>	<div>CH<div>CH</div><div>8.1 ONLINE</div><p>What kind of actions do customers take online?</p><p>Immediate Access of updated news at any point of time</p><div>8.2 OFFLINE</div><p>What kind of actions do customers take offline?</p><p>User can save or bookmark the wanted news and can access offline</p></div>	
	<div>4. EMOTIONS: BEFORE / AFTER<div>—</div><p>How do customers feel when they face a problem or a job and afterwards?</p><ul style="list-style-type: none"><li>Before - Curious</li><li>After - Satisfied</li></ul></div>			