

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div><ul style="list-style-type: none">General Public</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div><ul style="list-style-type: none">Time constraintsEase of access is not high (Can't use newspapers everywhere)Amount of news available as well as the diversity of</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>AS</div> <div><ul style="list-style-type: none">NewspaperLive news channelVia YouTubeMagazines and Journals</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div><ul style="list-style-type: none">Easy Access of newsPersonalized news</div>	<div>9. PROBLEM ROOT CAUSE</div> <div><ul style="list-style-type: none">Limited time frame to read/watch news.Portability of news sources are low.Most news sources have a low Ease of Access.</div>	<div>7. BEHAVIOUR</div> <div><ul style="list-style-type: none">Uses Newspaper while using public transportWatches/reads news when they reach home from work</div>	
Identity strong	<div>3. TRIGGERS</div> <div>Missing out on daily news because they don't have time or they are tired.</div>	<div>10. YOUR SOLUTION</div> <div><ul style="list-style-type: none">News website to solve the accessibility issues.Can track and personalize your news feed as well.</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>8.1ONLINE</div> <div><ul style="list-style-type: none">Uses news websitesUses YouTube to watch live/pre-recorded news</div>	Extract online & offline
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>Frustrated,sad-->Satisfied</div>		<div>8.2OFFLINE</div> <div><ul style="list-style-type: none">Uses Physical materials like newspapers and magazinesWatches live news channels on the Television</div>	