

Define CS, fit into CC	1. CUSTOMER SEGMENTS (s) CS People between the age group of 15 to 80 Advertising companies Students Employers	6. CUSTOMER CONSTRAINTS CC Time saving i.e. it saves people's time People need a smart phone or a pc to access the application and get updated. They need an Internet connection. There is no time restriction people can access it anytime anywhere.	5. AVAILABLE SOLUTIONS AS Using data driven decision-making, people can gather information about what their customers are currently listening to, analyze it, then use the insights they've gained to make suggestions for things people will mostly likely enjoy in the future.	Explore AS, differentiate
	8. JOBS-TO-BE-DONE / PROBLEMS J&P Nowadays people are busy with their work and they don't have time to read newspaper. But they need to be updated about the day-to-day news. They don't have time to read the entire content. So here they can get short and crisp news they wanted to be known.	9. PROBLEM ROOT CAUSE RC In a busy world, people have no time to spend reading a newspaper. A printed newspaper cannot be more elaborated than an online news application. Printout newspaper cannot allow the people to interact with itself. But in online applications we can share comments and our own opinions.	7. BEHAVIOUR BE Online news application includes all the illustrations, advertisements, photographs as it is. Online news is updated instantly and thus provide your real time updates. You can choose to hear, watch, or read news according to your preferences. Not limited to text.	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<p>3. TRIGGERS TR</p> <p>Our app contains more relevant news to the user.</p> <p>It helps the users find content with categories.</p> <p>It allows the user to share their comments about the news with the public.</p> <p>The attractive design and content will give the best user experience and increase the Time spent on the page.</p>	<p>10. YOUR SOLUTION SL</p> <p>An online news application is more detailed than a printed newspaper.</p> <p>Here people can watch videos and view photo slideshows related to the news.</p> <p>News is at their fingertips in an instant.</p> <p>They can read the old news too very easily by just clicking the mouse.</p>	<p>8.CHANNELS OF BEHAVIOUR CH</p> <p>ONLINE:</p> <p>People can access our application online</p> <p>News can be updated in a second.</p> <p>Because of this people don't need to wait for a long time to get a news update.</p> <p>OFFLINE :</p> <p>People can download the news and access it on the offline.</p> <p>The videos can be saved on the cache memory.</p> <p>The news can be available on the news application feed.</p>
<p>4. EMOTIONS: BEFORE / AFTER</p> <p>Before: People had no time reading the entire newspaper.</p> <p>They have to wait until next day to get the next news.</p> <p>After: They can get the relevant content of their interests.</p> <p>They don't need to wait until next day.</p> <p>News can be updated in a second.</p>		