

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none">From young to old peopleCan be accessed by anyone	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">Internet and Network Issues based on locationUnnecessary NotificationsPoor User Interface & User ExperienceNo customization optionsUnrelated Advertisements when reading important information	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none">User Friendly UI/UX, avoiding misleading adsChat bot for user queries and feedbackUser interest and location based prioritizationEasy and quick access to favorite contentSearch and filter options	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">Minimize Irrelevant Content and AdsInternet and Network Issues based on locationUnnecessary NotificationsPoor User Interface & User ExperienceNo customization optionsUnrelated Advertisements when reading important informationProvide dark mode	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none">No proper search and filter optionsUnnecessary NotificationsPoor User Interface & User ExperienceNo customization optionsNo proper help deskNot all are comfortable to light modeNo download options	7. BEHAVIOUR BE <ul style="list-style-type: none">User searching news and wasting time on itUser gets frustrated while using bad user interfaceMisleading ads or topics is time consuming and confusingUser need all types of content and needs their favorite content to be prioritized.User may feel stressed eye.User may avoid notification if it is not related.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none">News getting viral and trendingOne stop solution to get current affairs, edhucational, sports, stock market	10. YOUR SOLUTION SL <ul style="list-style-type: none">Search bars and content customization tilesEnabling download options and save or pin post optionsChat bot FeatureDark ModeProviding like, comments, tag, polling options to develop to develop user interface further more.User can control their notification. They can select content which they need to notified.Interest and Location based contents	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <ul style="list-style-type: none">User can customize their news according to their interest.User can interact with community feed and user can report any queries using chat bot	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none">Irrelevant & unwanted news is time consuming and frustatingSkeptical decision making - stock market predictions because of unrealistic information		8.2 OFFLINE <ul style="list-style-type: none">User can save post and then read it for laterUser can download post and can share it to other people.	