

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Person of lectoiophile Curious People Daily updater All age people</div><div>CS</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>Low network usage Lack of content Available in any devices</div><div></div></div>	<div>5. AVAILABLE SOLUTION<div>Identification of personal preference Cost Free Finding genuine NEWS Instant news</div><div>CS</div></div>	Explore AS, differential
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Unable to know the news without internet Not able to hear news when working identification Personal preference User desired ads</div><div></div></div>	<div>9. PROBLEM ROOT CAUSE<div>Less reliable apps with all Facilities Available anywhere and any time</div><div>RC</div></div>	<div>7. BEHAVIOUR<div>Giving better personal preference Information is crucial for developing and optimizing the application User can rate the application and share their option</div><div>BE</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<div>3. TRIGGERS<div>Reviews Advertisement Customer Satisfaction When rumors get wild When something get trendy</div><div>TR</div></div>	<div>10. YOUR SOLUTION<div>Best app with all facilities Most importantly notification of important NEWS through SMS Replacement of newspapers in news application</div><div>SL</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>8.1 ONLINE All news available Users have the option to personalize their news to their interests. 8.2 OFFLINE Important news notified through SMS Can download the news in online and read it in Offline</div><div>CH</div></div>	External online & offline CH of BE
	<div>4. EMOTIONS:<div>BEFORE<div>Unable to hear the news without internet Not able to hear the news when working</div>AFTER<div>Able to know the significant news Enable audio option help us to hear news even when we are working</div>Loads of content grouped together<div>EM</div></div></div>			

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