

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) People of all age category General people People of all places</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS Poor internet connectivity Time consuming Costs more</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS Prioritizing content Making good user interface Option to easily search for the required content</div> <div>AS</div>	Explore AS, differentiate J&P
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Avoiding unnecessary notifications Poor UI Receiving correct news at correct time</div> <div>J&P</div>	<div>9. PROBLEM ROOT CAUSE Not having an attractive UI Not receiving and responding to user queries at right time No user customization</div> <div>RC</div>	<div>7. BEHAVIOUR User wanting their favourite content to be prioritized Watching digitally for too much leads to eye frustration</div> <div>BE</div>	

<div>3. TRIGGERS When rumor news spreads virally</div> <div>TR</div>	<div>10. YOUR SOLUTION Providing Separate space for all contents providing a chatbot for all queries</div> <div>SL</div>	<div>8.CHANNELS of BEHAVIOUR 8.1 ONLINE Can reach out to online community when needed 8.2 OFFLINE Not able to handle much data</div> <div>CH</div>
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<div>4. EMOTIONS: BEFORE / AFTER</div> <div>Feeling frustrated due to lack of content</div>			
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