

|                         |   |   |  |                                   |
|-------------------------|---|---|--|-----------------------------------|
| Define CS, fit into CC  | <b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"> <li>- Teenage, Adults, Seniors.</li> <li>- Every section of people.</li> <li>- Available and targeting every person as news is vital for all.</li> </ul>   | <b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> <ul style="list-style-type: none"> <li>- Content Irrelevancy</li> <li>- Unavailability of customizability feature.</li> <li>- Bad UI which hinders smooth navigation between pages.</li> </ul>   | <b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <ul style="list-style-type: none"> <li>- User customization.</li> <li>- Adaptive UI</li> <li>- Restricting unwanted advertisements.</li> <li>- Chatbot to answer queries</li> </ul>  | Explore AS, differentiate         |
| Focus on J&P, tap into  | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> <ul style="list-style-type: none"> <li>- Relevant News.</li> <li>- Flexible UI supporting easy navigation.</li> <li>- Supporting customizable genre to display as User have their choice.</li> <li>- Restricting unwanted advertisement and URL to intervene.</li> </ul>      | <b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"> <li>- No Genre to categorize news based on the nature of the news.</li> <li>- No Customization of News content may require user to see through news that aren't necessary to them.</li> <li>- Bad UI as it may slow down the time to access the news.</li> <li>- Customer Service to sort out issues then and there.</li> </ul> | <b>7. BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"> <li>- Customizing his/her news feed may improve the overall experience of the application.</li> <li>- By the inclusion of genre they could search the news they want thereby they are not getting into irrelevant news.</li> <li>- A well more organized UI may lead to smooth experience.</li> </ul> | Focus on J&P, tap into C          |
| Identify strong TR & EM | <b>3. TRIGGERS</b> <b>TR</b> <ul style="list-style-type: none"> <li>- By generating a good UI and getting talked among the friends.</li> <li>- Instant news availability</li> </ul> <hr/> <b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b><br>BEFORE: Irrelevant News, Frustration, time waste<br><br>AFTER: Efficient, Relevant News | <b>10. YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"> <li>- Customizable News feed.</li> <li>- Flexible UI.</li> <li>- Embedding Chatbot helps Customer service.</li> <li>- Restricting unwanted content</li> </ul>   | <b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b><br><b>8.1 ONLINE</b> <ul style="list-style-type: none"> <li>- Customization.</li> <li>- Customer Interaction, Adaptive UI</li> </ul><br><b>8.2 OFFLINE</b> <ul style="list-style-type: none"> <li>- Allowing the option of downloading the page so they could read it later</li> </ul>                                       | Extract online & offline CH of BE |