

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"> <li>➤ Businessman</li> <li>➤ Politicians</li> <li>➤ Public</li> </ul>	<b>6. CUSTOMER</b> <b>CC</b> <ul style="list-style-type: none"> <li>➤ Don't need to carry newspaper for various locations, we have the app to read the news in our location itself.</li> <li>➤ Don't need to buy newspaper or else we can read by help of our application.</li> <li>➤ User spend money on buying newspaper.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <ul style="list-style-type: none"> <li>➤ The available solution is to provide a platform for the customer to keep track of the news.</li> <li>➤ To reduce the time and save the money.</li> </ul>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> <ul style="list-style-type: none"> <li>➤ Remind the customer about their dialy status and how to learn it.</li> <li>➤ With the help of our customer location, the app can automatically post the news in their surroundings.</li> <li>➤ By using our application, customer can read and even they can hear the news with the help of the voice assistant.</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"> <li>➤ Nowadays, most of the people doesn't show interest to read the newspaper.</li> <li>➤ Most of them are not able to buy the newspaper for their purpose.</li> <li>➤ This results in unaware of dialy news in their surroundings.</li> </ul>	<b>7. BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"> <li>➤ To develop a web application which includes all the factors to keep track of the news in their daily status.</li> </ul>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <b>TR</b> <ul style="list-style-type: none"> <li>➤ If customer see their neighbour installing a very effective news app, searching more about efficient news app.</li> </ul> <b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> <ul style="list-style-type: none"> <li>➤ <b>BEFORE:</b> They have a force to read all uninterested news.</li> <li>➤ <b>AFTER:</b> Which news they want to read they can.</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"> <li>➤ This application will help the users to track the news when they are in their current location in a fraction of second. And the user have an option of the incident keyword to navigate the news. If users want short videos for their suggested news, it will be provided.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b> <b>ONLINE</b> <ul style="list-style-type: none"> <li>➤ Google Advertisement</li> <li>➤ Social Platforms.</li> </ul> <b>OFFLINE</b> <ul style="list-style-type: none"> <li>➤ Customers Review</li> </ul>	Extract online & offline CH of BE