Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

- ✓ From young people to old people
- ✓ From working professional to jobless person
- ✓ From poor to rich
- ✓ From village people to city people
- ✓ Every one reads news now-a-days.

6. CUSTOMER CONSTRAINTS `CC`

- ✓ Annoying user interface
- ✓ No customize option
- ✓ Need of Web
- ✓ Need of Cell phone or PC
- ✓ Simple to Utilize
- ✓ Effectively Justifiable by Everybody.

5. AVAILABLE SOLUTIONS `AS`

- ✓ News paper
- ✓ News Telecasted through TV
- ✓ Through Radios

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- ✓ Reading unwanted and irrelevant and repeated content
- ✓ Bad user interface
- ✓ Searching related news Misleading Ads and unorganized contents
- ✓ user unable to customize news content
- ✓ Using internet for previously watched

9. PROBLEM ROOT CAUSE `RC`

- ✓ Dependent completely on newspapers and TV channels.
- ✓ Didn't have complete trust internet applications.
- ✓ No proper awareness about

7. BEHAVIOUR `BE`

- ✓ User experience
- ✓ content performance
- ✓ popularity sharing the news conversion rate optimization checkout process website accessibility
- ✓ live chat and first and foremost

Focus on J&P, tap into BE, understand RC

3. TRIGGERS `TR`

- ✓ Lack of awareness about using technology.
- ✓ Old and easy methods

4. EMOTIONS: BEFORE / AFTER `EM`

Viewed Only at Home > Anywhere at Any time – This Application is Useful and Can Be Used Whenever We Want.

10. YOUR SOLUTION `SL`

Instead of the user having to search across the internet for news; news articles from various news sites and news platforms across the internet must be collected and displayed in an organized manner, by segregating them into various categories, at a single destination.

CHANNELS of BEHAVIOUR `CH`

ONLINE
User can customize their news according to their interest. User can interact with community feed and user can report any queries.

8.1 OFFLINE
User can save post and then read it for later
User can download post and can share it to other people