

Focus on J&P, tap into BE, AS	<div>1. CUSTOMER SEGMENT(S)</div> <div>Business Owner</div> <div>Multilingual Country</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div><ul style="list-style-type: none">Time constraintsMust allow all the permission</div>	<div>5. AVAILABLE SOLUTIONS</div> <div><ul style="list-style-type: none">Add multi languageLocation based searchTranslate the news</div> <div>AS</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Region Based News</div> <div>Multilingual News</div>	<div>9. PROBLEM ROOT CAUSE</div> <div><ul style="list-style-type: none">Limited time frame to read/watch news.Portability of news sources are low.Most news sources have a low Ease of Access.</div>	<div>7. BEHAVIOUR</div> <div><ul style="list-style-type: none">Access the support systemWatches/reads news when they reach home</div>	
Identity strong	<div>3. TRIGGERS</div> <div>I get a News from unwanted Region and domain.</div>	<div>10. YOUR SOLUTION</div> <div><ul style="list-style-type: none">Get a localized newsGet various language oriented news</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>8.1ONLINE</div> <div><ul style="list-style-type: none">Manage the search historyUses YouTube to watch live/pre-recorded news</div> <div>OFFLINE</div> <div><ul style="list-style-type: none">Uses Physical materials like newspapers and magazinesWatches live news channels on the Television</div>	Extract online & offline
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>Unfamiliarity about local region</div>			

