1. CUSTOMER SEGMENT(S)

Who is your customer?



Our customers are who are interested to know about the social activities and who are all interested to know about the current trends in the society.

6. CUSTOMER CONSTRAINTS

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What constraints prevent your customers from taking action or limit their choices of solutions? I spending more time to gather the real information, Fake news, Non-relatable news, irrelevant information

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past? What pros & cons do these solutions

Explore AS, differentiate

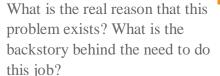
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2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

In current News tracking applications fake news spread fast and easily. Then, the wrong information confuse the people and they cant't easily uderstand what the real information.

9. PROBLEM ROOT CAUSE



Spreading the fake information, Too much of time will be taken for gather the information are real reason for this problem.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

Find th correct application, installation

\overline{SL} TR 3. TRIGGERS 10. YOUR SOLUTION 8. CHANNELS of BEHAVIOUR $\overline{\mathbf{CH}}$ What triggers customers to act? 8.1 **ONLINE** To create a cloud application to get the What kind of actions do customers take online? Seeing their information about the News. Extract online channels from #7 friends, collegues, neighbours Install the application installing the application to know about the real information. EM 4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? Confuse, not sure > confident, Sure, satisfaction