

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS Users	6. CUSTOMER LIMITATIONS CC Require data/wifi to get online. Available devices	5. AVAILABLE SOLUTIONS AS Giving filters option to search a news Push notifications can bring your readers back to your content. news to user as fast as possible in best visualize way.	Explore AS,
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS PR Irrelevant news makes the user stop viewing the news thus losing access to credible news . Users sometimes get overwhelmed by too many categories.	9. PROBLEM ROOT / CAUSE RC Spamming with notification Increase in number of irrelevant news.	7. BEHAVIOUR BE Users developing the habit of wanting interne news, free news, quick news and interactivity .	Focus on J&P, tap into BE, understand
Identify strong TR & EM	3. TRIGGERS TO ACT TR Users don't want to spend time reading the entire content. They need short and crisp news 4. EMOTIONS: BEFORE / AFTER EM Before: Frustrated, Breaking Head After: Stress free,in control	10. YOUR SOLUTION SL A web app can be a ground-wrecking tool to promote such News activities. Promoting News subscription services with exclusive e-papers, audio & video clips etc. can be done . It can deliver everything that your reader wants, all just a tap away, allowing them to easily access your content on their commute, in their free time. and deliver it to user as fast as possible .	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE easier to access. The content in the online news is well organized for the readers. 8.2 OFFLINE access of previously downloaded information	Extract online & offline CH of BE