

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Working individuals and passionate NEWS readers</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>For ad free interface every news provider demand subscription from users</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Used Adblockers to avoid ad, but it's not secure for the user</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>Clumsy UI, Not Personalized, Vague news</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Now a days news has become a money making tool for the news agency so they force customer to pay for subscription or use ad loaded free version</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Pay for subscription or adjust with the ads shown</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	3. TRIGGERS <div>TR</div> <p>Seeing others using NEWS app with ad free interface motivate users to download the same</p>	10. YOUR SOLUTION <div>SL</div> <p>Provide free access to ad-free UI to read news, by using free APIs available to Provide personalized news to the users</p>	8.CHANNELS of BEHAVIOR <div>CH</div> <p><u>ONLINE</u> Uses memes and posts in social media to get updated about happenings</p> <p><u>OFFLINE</u> Talk with peoples to know the current events and happenings</p>	Identify strong TR & EM
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