

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>1. Person of Lectiophile</div> <div>2. Daily updater</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>1. Low network usage.</div> <div>2. Available in any device</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>1. Identification of Personal preference</div> <div>2. Finding the genuine NEWS</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>1. Unable to know the NEWS without internet</div> <div>2. Not able to hear NEWS when working Identification</div> <div>3. Personal preference</div> <div>4. Finding of genuine NEWS</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Less reliable apps with all facilities</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>1. Giving better personal preference</div> <div>2. Information is crucial for developing and optimizing the application</div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>1. Reviews</div> <div>2. Advertisement</div> <div>3. Customer Satisfaction</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>1. Best app with all facilities</div> <div>2. Most importantly notification of important NEWS through SMS</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.2 ONLINE</div> <div>All NEWS available</div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div><div>BEFORE</div><div>Unable to know the NEWS without internet</div><div>Not able to hear NEWS when working</div></div> <div><div>AFTER</div><div>Able to know important News without internet</div><div>Enable Audio option helps us to hear NEWS even when working</div></div>		<div>8.2 OFFLINE</div> <div>Important NEWS notified through SMS</div>	

8.2 OFFLINE

Important NEWS notified through SMS

MINIMUM VIABLE PRODUCT

