

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Nowdays ,people are busy in their life have so many works In between times they do not have time to read the newspaper.

6. CUSTOMER CONSTRAINTS

Customer mainly to if use the application is they need networks connections, GPS for to feed the news based on their locations.

5. AVAILABLE SOLUTIONS

In this news tracker application to feed the most of all news on global covered and read whenever have time and also search the particular news.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

- We are addressing that read the news in this century percentage is down so we are develop an application to read the news based on their location and trending location and also have features to user can search particular news in search engine.

J&P

9. PROBLEM ROOT CAUSE

\* In this era customer or people do not have time to sit and relaxly to read the news and the main reason is time management.

RC

7. BEHAVIOUR

To search the news only customer can not do anything beyond the news searching.

BE

Focus on J&P, tap into BE, understand RC

### 3. TRIGGERS

TR

We have enough features to reach the application. it is daily use application so we handle it safe & secure.

### 4. EMOTIONS: BEFORE / AFTER

EM

Before : people use the application reading listening the application percentage is low and people don't have social awareness ,global acitivity politics.

After : then if they use this application have many features to interact the people and engage people daily updates and it is easily use on their free time.

### 10. YOUR SOLUTION

SL

Here we provide the easily get their daily news on easily in less time and also have feature to search the news on search engine and also have feed the news based on their location.

### 8. CHANNELS of BEHAVIOUR

CH

#### 8.1 **ONLINE**

Customer can see the recent feed news .

#### 8.2 **OFFLINE**

See the last seen news .