Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Working Professionals who doesn't have enough time to read the Newspaper.

6. CUSTOMER CONSTRAINTS `CC`

Time and Budget.

5. AVAILABLE SOLUTIONS `AS`

Newspaper is an alternative to Newstracker Application.

Pros:
Users no longer need to read the news which they are not interested

Cons:
Screen time may get increased.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

1. Reading Newspaper is time consuming task.

2. User may read uninterested news.

3. Regular buying of newspaper leads to exorbitant newspaper bills and may be result in unwanted scrap.

9. PROBLEM ROOT CAUSE `RC`

In olden days,User did not have enough internet facilities.So there is no other way than reading a newspaper,To know what's happening around!

7. BEHAVIOUR `BE`

User need to follow the below steps:

1. Create an account in our webapp.

2. Login our webapp.

3. Categorize the news according to their interest.

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

Identify strong TR & EM

3. TRIGGERS `TR`

User when they see the neighbours stop buying Newspaper and subscribed to News Tracking Application.

4. EMOTIONS: BEFORE / AFTER `EM`

Can see news only in television or newspaper > can see news anytime and anywhere just need your mobile phone

10. YOUR SOLUTION `SL`

We made this application is such a way that showing fake news in our application is impossible and we categorize the news according to the user interest which saves time for our busy users

8. CHANNELS of BEHAVIOUR `CH`

8.1 Online:
User can categorize the news according to their interest and get notification

8.2 Offline:
User can download the detailed news of the headlines and can read it offline

Identify strong TR & EM