

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>A person who is reading a newspaper daily or one who knows the everyday happenings around the world.</p><p>Students</p><p>Employees</p><p>Organizations</p><p>Person age above 15</p></div>	<div>6. CUSTOMER CONSTRAINTS<div></div><p>The user need a laptop/desktop/smart phones to use this application.</p><p>A good internet connection is required to use this application.</p><p>It is location independent ,the user can able to access the news from anytime and anywhere.</p><p>The user can sign in and signup this application and they select the news based on their choice.</p></div>	<div>5. AVAILABLE SOLUTIONS<div>3</div><p>The user can search news using search bar to read a particular news.</p><p>There is no paid subscriptions to access the news.</p><p>The user can login and they select the category of their own interest.</p></div>	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div></div><p>In today’s world we have no time to read the newspaper or even search google for the latest news. But the news is the important start of the day.</p><p>They are busy to cope up with everything in the schedule.</p><p>By using this application they can get the quick peek of the day.</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>In the current world the user had no time because they are busy in their work.</p><p>But they have to be stay updated with everyday happenings around them.</p><p>In newspapers some news cannot be described in full context.</p><p>The relevant images of the news will not be printed sometimes in news papers.</p><p>By using this application, they can view the description, relevant images and access the news.</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>The application display the news with the description and relevant images.</p><p>The user can read the news by read more clearly.</p><p>The application get updated within a seconds when the news are updated.</p><p>The user can read the news with their individual interest.</p><p>The application displays the top and trending news .</p></div>	Focus on J&P, tap into BE, understand RC

<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>This application provides news articles and other related information to the user.</p> <p>They can access and read the news articles provided in different categories.</p> <p>They can share the news articles to their neighbours via socialmedia.</p> <p>The recommendation provide by this application triggers the users to access and use this application.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>We have proposed an solution , in which the user can read the news articles with their smart phones and PCs .</p> <p>The user can read and access the news articles based on their interest.</p> <p>The user can search and filter the news by typing some related keywords to access the news content.</p> <p>There is no need to buy the newspaper by utilizing this application.</p> <p>They can get quick update of the day.</p>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p>8.1 <b>ONLINE</b></p> <ul style="list-style-type: none"> <li>-The people can use this application online through the internet.</li> <li>-A user can get a quick update of the day.</li> <li>-The user can share the news to others.</li> <li>-The user can comment to the news.</li> </ul> <p>8.2 <b>OFFLINE</b></p> <ul style="list-style-type: none"> <li>-The user can read the news that can be saves as offline or even reading later.</li> <li>-Users can download or copy the news articles with their own.</li> </ul>
<p><b>4. EMOTIONS: BEFORE / AFTER</b></p> <p>Before:</p> <ul style="list-style-type: none"> <li>-Users had no enough time to read the newspaper.</li> <li>-They have buy newspaper daily to get the news.</li> </ul> <p>After:</p> <ul style="list-style-type: none"> <li>-By utilizing this application, they can easily read the news using their gadgets.</li> <li>-They had not to pay any money to get the news.</li> <li>-The users can search the news based on their interest.</li> <li>-The news can be provided in categories which helps them to easily access the news articles.</li> </ul> <p><span>EM</span></p>		