

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT (S)</div><div>Who is your customer?</div><div>Working individuals and passionate News readers</div></div> <div>CS</div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>What constraints prevent your customers from taking action or limit their choices of solutions?</div><div>For advertisement free interface every news provider demand subscription from users</div></div> <div>CC</div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>Which solutions are available to the customer when they face the problem or need to get the job done? What have they tried in the past? What pros and cons do these solution have?</div><div>Used Ad blockers to avoid ad, but its not secure for the users.</div></div> <div>AS</div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE/PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Clumsy UI, Not personalized, vague news</div></div> <div>J&amp;P</div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job?</div><div>Now a days news has become a money making tool for the news agencies so they force customer to pay for subscription or use ad loaded free version.</div></div> <div>RC</div>	<div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job done?</div><div>Pay for subscription or adjust with the ads shown.</div></div> <div>BE</div>	
Focus on J&P, tap into BE, understand RC	<div><div>3.TRIGGERS</div><div>Whattriggerscustomerstoact?</div><div>Seeing others using NEWS app with ad free interface Motivate users to download the same</div></div> <div>TR</div>	<div><div>10. YOUR SOLUTION</div><div>Ifyouareworking onanexisting business,write downyourcurrentsolution first, fillinthe canvas,andcheck how much fitsreality.</div><div>Provide free access to ad-free UI to read news , by using free APIs available to Provide personalized news to the users. Quickly news will be updated in applications. Access at anywhere through the internet.</div></div> <div>SL</div>	<div><div>8.CHANNELSofBEHAVIOUR</div><div>1. ONLINE</div><div>Whatkindofactions do customers take online?</div><div>Uses memes and post in social media to get updated about happenings. Fraction of second news will updates in online.</div><div>2. OFFLINE</div><div>Whatkindofactionsdo customerstake offline?</div><div>Talk with people stok now the current events and happenings. It will take time to update newt hings.</div></div> <div>CH</div>	Identify strong TR & EM
Identify strong TR & EM	<div><div>4.EMOTIONS: BEFORE/AFTER</div><div>Howdo customersfeelwhentheyfacea problem or ajobbandafterwards?</div><div>Some spam news also spread easily, we cant able to protect. We feels like insecure to use this. But we can use at any where at the world.</div></div> <div>EM</div>			