

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>From young people to old people</div> <div>From working professional to jobless person</div> <div>From poor to rich</div> <div>From village people to city people</div> <div>Every one reads news now-a-days.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>No network, Provide Download option</div> <div>No well organized content</div> <div>No related and interesting and educating content</div> <div>Click Bait(Topic and content are not related)</div> <div>Annoying user interface</div> <div>No customization option</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>User can customize what content to read and can search contents</div> <div>Chat bot that solves user queries</div> <div>Providing quick access to favorite topic</div> <div>User friendly interface, avoiding misleading ads</div> <div>Prioritize news according to user interest and location.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE/ PROBLEMS<div>J&P</div></div> <div>Reading unwanted and irrelevant and repeated content</div> <div>Bad user interface</div> <div>Searching related news</div> <div>Misleading Ads and unorganized contents</div> <div>user unable to customize news content</div> <div>Using internet for previously watched content</div> <div>Forced notifications and ads</div> <div>Providing dark mode</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>No user customization. This leads to unorganized and uninterested news.</div> <div>No search bars leads frustration to search contents</div> <div>No service to complain(Chat bot solves queries.)</div> <div>No download option user may not have internet.</div> <div>Light mode may not good for eye.</div> <div>User interface needs to be attractive and easy to use or it make user to lose interest on app</div> <div>Provide notification which related to user wish</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>User searching news and wasting time on it</div> <div>User gets frustrated while using bad user interface</div> <div>Misleading ads or topics wasting user time and confuse user</div> <div>User need all types of content but needs their favorite content to be prioritized.</div> <div>User may feel stressed eye.</div> <div>User may avoid notification if it is not related.</div>	
Focus on J&P, tap into C				
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>People asking about latest news</div> <div>When things goes viral</div> <div>When need report about weather, market, sports and etc</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>Providing search bars and content customization tiles</div> <div>Enabling download options and save or pin post options</div> <div>Providing Chat bot</div> <div>Providing Dark Mode</div> <div>Providing like, comments, tag, polling options to develop to develop user interface further more.</div> <div>User can control their notification. They can select content which they need to notified.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE</div> <div>User can customize their news according to their interest.</div> <div>User can interact with community feed and user can report any queries</div> <div>8.2 OFFLINE</div> <div>User can save post and then read it for later</div> <div>User can download post and can share it to other people.</div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE/ AFTER<div>EM</div></div> <div>Feels waste of time to read irrelevant content</div> <div>Feels frustrated about misleading news</div> <div>Feels getting lack of information from contents</div>			