

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>Who is your customer?</div> <div><ul style="list-style-type: none"><li>NEWS reader</li><li>Everyone who follows the news daily</li></ul></div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>What constraints prevent your customers from taking action or limit their choices</div> <div><ul style="list-style-type: none"><li>Network connectivity</li><li>Waste of paper</li><li>No customization option</li><li>Only one physical copy</li></ul></div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Which solutions are available to the customers when they face the problem?</div> <div><ul style="list-style-type: none"><li>Providing quick access to favorite topics</li><li>NEWS telecasted via TV and radio</li><li>User friendly interface, avoiding misleading ads</li><li>Providing NEWS according to user interest</li></ul></div> <div>AS</div>	Explore AS, differentiate

Focus on J&P, tap into BE, understand	J&P	RC	BE	Focus on J&P, tap into BE, understand
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Which jobs-to-be-done (or problems) do you address for your customers?</div> <div><ul style="list-style-type: none"><li>Too much of unwanted content will waste the time of the user/customer.</li><li>Some of the news article may be fake and misleading.</li><li>Too many news channels and articles may confuse the user/customer.</li></ul></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>In a busy world, people do not have time for reading newspaper and watching news channels.</div>	<div>7. BEHAVIOUR</div> <div>What does your customer do to address the problem and get the job done?</div> <div><ul style="list-style-type: none"><li>Avoiding notification if it is not related</li><li>Feel stressed eye</li><li>Reading newspaper in a routine</li><li>Following an discussing it with a group of people to understanding the happening and others point of view.</li></ul></div>	

Identify TR & EM	<div>TR</div> <div>What triggers customers to act?</div> <div><ul style="list-style-type: none"><li>Lack of awareness about using technology</li><li>When a news goes viral</li></ul></div>	<div>SL</div> <div>Instead of the user having to search across the internet for news; news articles from various news sites and news platforms across the internet must be collected and displayed in an organized manner, by segregating them into various categories, at a single destination.</div>	<div>CH</div> <div>8.1 ONLINE</div> <div>What kind of actions do customers take online?</div> <div>Immediate Access of updated news at any point of time</div> <div>8.2 OFFLINE</div> <div>What kind of actions do customers take offline?</div> <div>User can save or bookmarked the wanted news and can access offline</div>	
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>How do customers feel when they face a problem or a job and afterwards?</div> <div><ul style="list-style-type: none"><li>Before - Curious</li><li>After - Satisfied</li></ul></div>			