Define CS, fit into CC

Explore AS, differentiate

1. Customer segement(s)   CS

From young people to old people

From Working professional to jobless person

From poor to rich

Every one reads news now a days .

6. Customer Constraints   CC

No network ,provide Download Option

No Well organized Content

Annoying User Interface

No customization Option .

Click-bait(topics and content not related

5. Available Solutions   AS

User can have the option to be customized

Chat bot that slove the user Queries

Providing Quick Access to Fav Topic

User friendly Interface ,avoid ads .

Prioritize news according to user interest and location

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

2. Jobs-to-be-Done / Problems   J&P

Bad user interface

Providing dark mode

Searching releated news

Forced notification and ads

Misleading ads and unorganized content

9. Problem Root Cause   RC

Light mode may not good for eye

No service to complain

No download option user may not have the interest

Provide notification for the user fav topics

No user customization

7. Behaviour   BE

User searching news and washing time on it

User may feel stressed eye

User may avoid notification if it is not releated

User gets frustrated while using bad user

3. Triggers

People asking about latest news

When thing go viral

When need to report about
  weather ,market ,sports and etc

`TR`

4. Emotions: Before / After

feel waste of time for reading unwanted content

Felling frustrated about misleading news

`EM`

10. Your Solution `SL`

Providing search bars and customization for the users
Providing chat bot
Providing dark mode
User can control their the notification
Providing comment and like for the users to get user interest

8. Channels of Behaviour `CH`

Online
User can interact with their communities and ask Queries

Offline
User can save post and then read then later
User can hare the post for their friends