







Project Title: NEWS TRACKER APPLICATION

Project Design Phase-I – Problem Solution Fit

Define the CS, fit into CC	1. CUSTOMER SEGMENT(S)  Our customers are the people who are aged above 10yrs old.	6. CUSTOMER  Customer can access our application through web browser using devices like mobile,PC.	5. AVAILABLE SOLUTIONS  Digitally customer can view their information, instead of seeing on paper.	Explore AS differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS  They have to sign in first to access our application environment.	7. BEHAVIOUR  Our application behaves like a information provider to the customer.	9. PROBLEM ROOT CAUSE  Information plays important role in people's life. So,they will get it easily through internet.	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

Their daily needs of information can be fulfilled by searching it in our application based on their categories.

Categories

like(sports,politics,culture,food etc...)

4. EMOTIONS: BEFORE / AFTER

EM

In weather reports our application helps to provide the updated information.

For example: Due to heavy rain,the power cut will occur.In that time, people can't afford the information through television or news paper.Instead of, our application will provide news information through their mobile phone.

8.CHANNELS OF BEHAVIOUR

SL

ONLINE

In online,customer can access the various information according to their needs by globally.

OFFLINE

In offline,customer can view their downloaded information,saved news.But can't access the live information.

10.YOUR SOLUTION

CH

Our application provides customer needs information according to their interest.They can access it globally and regionally with their flexible languages.Just need a web browser & internet to access it on devices.

3. TRIGGERS

TR

What triggers customers to act?
i.e. seeing their neighbour
installing solar panels, reading
about a more efficient solution
in the news.

Their daily needs of
information can be fulfilled by

8.CHANNELS OF BEHAVIOUR SL

8.1 ONLINE

What kind of actions do customers take
online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers
take offline? Extract offline channels

10.YOUR SOLUTION

CH

If you are working on an existing
business, write down your current
solution first, fill in the canvas, and
check how much it fits reality.

If you are working on a new business
proposition, then keep it blank until
you fill in the canvas and come up

<p>searching it in our application based on their categories.</p> <p>Categories like(sports,politics,culture,food etc...)</p>	<p>from #7 and use them for customer development.</p>	<p>with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p>
<p>4. EMOTIONS: BEFORE / AFTER</p> <p>EM</p> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</p> <p>In weather reports our application helps to provide the updated information.</p> <p>For example: Due to heavy rain,the power cut will occur.In that time, people can't afford the information through television or news paper.Instead of, our application will provide news information through their mobile phone.</p>	<p>ONLINE</p> <p>In online,customer can access the various information according to their needs by globally.</p> <p>OFFLINE</p> <p>In offline,customer can view their downloaded information,saved news.But can't access the live information.</p>	<p>Our application provides customer needs information according to their interest.They can access it globally and regionally with their flexible languages.Just need an web browser & internet to access it on devices.</p>