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| Define CS, fit into CC | <div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>General Public from different segments of the society particularly the working class of the society (age group: above 20 yrs)</div></div> | <div><div>6. CUSTOMER CONSTRAINTS</div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div><ul style="list-style-type: none">No choicesNo reliable sourcesNo budgetTight schedule</div></div> | <div><div>5. AVAILABLE SOLUTIONS</div><div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div><ul style="list-style-type: none">NewspaperNews apps with no user personalization and news summariesApps like Google news, Flipboard, etc...News apps without search and filter optionNews apps with just single source of information retrieval</div></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><ul style="list-style-type: none">Summarization of NewsAggregation of News from multiple sourcesPersonalization of News FeedProviding Reliable News</div></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? i.e. customers have to do it because of the change in regulations.</div><div>People are busy with their tight schedule and hence have no time read news and also have trust issues with the sources.</div></div> | <div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div><ul style="list-style-type: none">Enquire with people who are well-informedLook out for sources onlineConsume news via social media</div></div> | |
| Focus on J&P, tap into BE, understand RC | <div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Seeing people around them being well informed of all the current affairs</div></div> | <div><div>10. YOUR SOLUTION</div><div>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 with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div>A simple web application to summarize and aggregate the news from multiple reliable sources and as per the user's preferences.</div></div> | <div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div><ul style="list-style-type: none">Look out for sources onlineConsume news via social media</div></div> | Extract online & offline CH of BE |
| | <div><div>4. EMOTIONS: BEFORE / AFTER</div><div>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.</div><div><ul style="list-style-type: none">Before: Frustrated, Lost, Less confidentAfter: Well-informed, Knowledgeable, Happy</div></div> | | <div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div><ul style="list-style-type: none">Enquire with people who are well-informed</div></div> | |