Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?

Common People

6. CUSTOMER CONSTRAINTS — CC
What constraints prevent your customers from taking action or limit their choices

Low Internet Connectivity, Application Server Down and Application bug.

5. AVAILABLE SOLUTIONS — AS
Which solutions are available to the customers when they face the problem

Traditional news in television and also daily News paper.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Difficulty in searching for your favourite genre

9. PROBLEM ROOT CAUSE — RC

People have to wait for their favourite news to appear in television and has to search in many pages in newspaper.

7. BEHAVIOUR — BE

Open the application and surf through the news they wanted.

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

Identify strong TR & EM

3. TRIGGERS — TR

User Friendly nature of the application and the news may sometimes be close to their personal life.

4. EMOTIONS: BEFORE / AFTER — EM

Feel Excited to read news daily and feel confident as the users are updated on daily news.

10. YOUR SOLUTION — SL

Our application gives instant updates of the news and also users can choose the genre of the news they wanted and look into the news.

8. CHANNELS of BEHAVIOUR — CH

Read the news through the application and expect an update from the server side.

8.2 OFFLINE

Wait for the updates from the server side and think of the news and the updates going to come from the server side.

Extract online & offline CH of BE

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