Problem-Solution fit canvas 2.0

NEWS TRACKER APPLICATION

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

From young people to old people

From working professional to jobless person

From poor to rich

From village people to city people

Every one reads news now-a-days.

6. CUSTOMER CONSTRAINTS — CC

No network, Provide Download option

No well organized content

No related and interesting and educating content

Click Bait(Topic and content are not related)

Annoying user interface

No customization option

5. AVAILABLE SOLUTIONS — AS

User can customize what content to read and can search contents

Chat bot that solves user queries

Providing quick access to favorite topic

User friendly interface, avoiding misleading ads

Prioritize news according to user interest and location.

Explore AS, differentiate

Focus on J&P, tap into

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Reading unwanted and irrelevant and repeated content

Bad user interface

Searching related news

Misleading Ads and unorganized contents

user unable to customize news content

Using internet for previously watched content

Forced notifications and ads

Providing dark mode

9. PROBLEM ROOT CAUSE — RC

No user customization. This leads to unorganized and uninterested news.

No search bars leads frustration to search contents

No service to complain(Chat bot solves queries.)

No download option user may not have internet.

Light mode may not good for eye.

User interface needs to be attractive and easy to use or it make user to lose interest on app

Provide notification which related to user wish

7. BEHAVIOUR — BE

User searching news and wasting time on it

User gets frustrated while using bad user interface

Misleading ads or topics wasting user time and confuse user

User need all types of content but needs their favorite content to be prioritized.

User may feel stressed eye.

User may avoid notification if it is not related.

Focus on J&P, tap int C

Identify strong TR & EM

3. TRIGGERS — TR

People asking about latest news

When things goes viral

When need report about weather, market, sports and etc

4. EMOTIONS: BEFORE / AFTER — EM

Feels waste of time to read irrelevant content

Feels frustrated about misleading news

Feels getting lack of information from contents

10. YOUR SOLUTION — SL

Providing search bars and content customization tiles

Enabling download options and save or pin post options

Providing Chat bot

Providing Dark Mode

Providing like, comments, tag, polling options to develop to develop user interface further more.

User can control their notification. They can select content which they need to notified.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

User can customize their news according to their interest.

User can interact with community feed and user can report any queries

8.2 OFFLINE

User can save post and then read it for later

User can download post and can share it to other people.

Extract online & offline CH of BE

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