

Define CS, fit into

## 1. CUSTOMER SEGMENT(S)

Who is your customer?

- 1. News reader
- 2. People

CS

## 6. CUSTOMER

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.

- 1. Very few people read news
- 2. It will consume monthly cost
- 3. Network connection

CC

## 5. AVAILABLE SOLUTIONS

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

People may use either newspaper or social media or youtube channels to know the news

AS

Explore AS,

Focus on J&P, tap into BE, understand

## 2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- 1. People can get simultaneous breaking news
- 2. news refreshing based on their schedule time
- 3. News received at correct time

J&P

## 9. PROBLEM ROOT CAUSE

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.

In a busy world people not have allocate time for reading newspaper and watching news channels

RC

## 7. BEHAVIOUR

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)

People follow YouTube channels but their source is limited. People buy a news paper they don't read all news because of timecons

BE

Focus on J&P, tap into BE, understand

Identify strong TR & EM

## 3. TRIGGERS

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

Reading about a more efficient solution in the news

TR

## 4. EMOTIONS: BEFORE / AFTER

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.

People will know the news in faster

EM

## 10. YOUR SOLUTION

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.

Making separate space for each category of news. People select the news category and know all news about that. With time to time refreshing.

SL

## 8. CHANNELS of BEHAVIOUR

### 8.1 ONLINE

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

In online people know news faster through network

### 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

In offline people must allocate time for reading newspaper

CH

Extract online & offline CH of BE

