

Phase 1: Problem solution

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

	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...)	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 an web browser & internet to access it on devices.	
	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.In instead of, our application will provide news information through their mobile phone.			

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
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<p>searching it in our application based on their categories. Categories like(sports,politics,culture,food etc...)</p> <p>4. EMOTIONS: BEFORE / AFTER 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. 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. In instead of, our application will provide news information through their mobile phone.</p>	<p>from #7 and use them for customer development.</p> <p>ONLINE In online, customer can access the various information according to their needs by globally.</p> <p>OFFLINE In offline, customer can view their downloaded information, saved news. But can't access the live information.</p>	<p>with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</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 a web browser & internet to access it on devices.</p>
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