

# Problem-Solution fit

Define CS, fit into CC	<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>People who have the habit of reading news regularly</p>	<p><b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span></p> <p>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.</p> <ol style="list-style-type: none"> <li>1. Minimum cost</li> <li>2. Instant updation on trending news</li> <li>3. Weather report on daily basis based on the location</li> </ol>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <p>Cell Phones Can Be Accused of Less Current Instead of TVs and Radios, Helpful to Utilize and Can be Effectively Conveyed to All over.</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <ol style="list-style-type: none"> <li>1. Fake news to be detected</li> <li>2. Reduce time delay on news updates</li> <li>3. Decrease the amount of irrelevant news</li> <li>4. Categorization of news</li> </ol>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <p>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.</p> <ol style="list-style-type: none"> <li>1. Due to the increase of information sharing through the internet there is more possibility of origin of fake news.</li> <li>2. Making the users to trust the information provided by the application</li> </ol>	<p><b>7. BEHAVIOUR</b> <span>BE</span></p> <p>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)</p> <ol style="list-style-type: none"> <li>1. It should provide information based on the interest of user.</li> <li>2. Easy access of user interface.</li> <li>3. Easy search options</li> </ol>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>The users is unable to reach and fulfill the needs of their customers due to which the news tracker app Is not getting improved and wants a solution.</p> <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>The creators and developers of the application feels less interactive with the customer as we are not getting instant Notifications and updates upto the market and feels insecure and drowns to express and causes failure</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>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.</p> <ol style="list-style-type: none"> <li>1. Improve app usage and speed.</li> <li>2. Use privacy and data security</li> <li>3. Authorized news from trustable sources</li> <li>4. Responsive user interface</li> </ol>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7</p> <ol style="list-style-type: none"> <li>1. Simple and friendly user interface</li> <li>2. Periodical notification of trending news</li> <li>3. On going development and support strategy</li> <li>4. Multiplatform Support</li> </ol>	Extract online & offline CH of BE