Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S)   CS

Who is your customer?

1. News Readers
2. Public People
3. Students

6. CUSTOMER   CC

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. Avoid Spending more time in reading newspaper.
2. Free of cost
3. Display category wise news

5. AVAILABLE SOLUTIONS   AS

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

Generally people use newspapers, Magazines or TV news channels to gather the daily information.

Pros: We can see the news or information in the physical form.
Cons: It costs more.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS   J&P

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 simultaneously breaking news.
2. News received at correct time

9. PROBLEM ROOT CAUSE   RC

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

7. BEHAVIOUR   BE

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 this will not possible to know all news. People buy a newspaper they don't read all news because of time cons

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

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.

Reading about a more efficient solution in the news

4. EMOTIONS: BEFORE / AFTER   EM

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

10. YOUR SOLUTION   SL

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.

8. CHANNELS of BEHAVIOUR   CH

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

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