

1. CUSTOMER SEGMENTS

Who is your customer?
i.e., working parents of 0-5 yr. kids

Person who wants the facility to access NEWS in digital, with minimum amount of time.

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action to limit their choices of solutions? i.e., spending power, budget, no cash, network connection, available devices.

Users have only limited amount of time
i.e., his/her leisure time is only few minutes he needs to access NEWS.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem to 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

They have solutions like reading NEWS in any hard copy or having to access internet for the NEWS.

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.

J&P

Problem should be fixed is making an app which gathers NEWS using Internet.

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.

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In our current daily life, we have only few minutes of leisure time using the time for reading NEWS is better to now about our society.
Hence an app for NEWS gathering need to be developed.

7. BEHAVIOUR

What does your customer do to address the problem and get

BE

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)

User can access NEWS within few minutes to get informed about his needs.

3. RIGGERS

I²R

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

The need to know about society orhis personal interest.

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.

To hard get informed about his needs After this he can enjoy his interest in no time.

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 behavior.

An app Interacting with different websites isbeing created.

8. CHANNELS of BEHAVIOUR

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

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

In online he needs to create an account in the app, so only he can access NEWS from different sources through online. In offline he can only access hard copies of NEWS with only limited access.