Problem-Solution Fit canvas

Purpose / Vision

Version:

1. CUSTOMER SEGMENT(S) `CS`

All age group people who don't have much more time to read the printed newspaper with yesterday's happening and everyone is not always in front of television set because of their busy schedule

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

The customer should have proper internet connection in order to access news.Somtimes,The site could crash if a lot of people try accessing it at the same time.

A user can select any category which they are looking for.

5. AVAILABLE SOLUTIONS PLUSES & MINUSES `AS`

Many native newspaper are divided because of this which causes in lack of resources from one side.
English is a global language the most commonly spoken language in the world.
So most of the news applications from all over the world serve the live news to the users in English language only so the users need news app with different language features

Explore AS, differentiate

Define CS, fit into CL

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

The problems and painsof the user are in today's fast life it is difficult for users to get news at their move.
News push notification,news broadcast,Able to automatically schedule newsfeed for mobile user based on their current and future location.Most of the news app serve newsto the user in English language only and in single source.

9. PROBLEM ROOT / CAUSE `RC`

As world's technology is rapidly growing we has fast connection and network to instantly connect to other person.
Day to day use in mobile, tablets and laptop is increasing,most of the people already have this facilities.
In this fast and information oriented world we need to stay updated with every incidents and news too, so people who love to read/view the news every day can also use this system as here they can read the news as and when they want to read it.
Users want different countries news also.

7. BEHAVIOR + ITS INTENSITY `BE`

News reading is more deeply embedded in people's daily lives than it has ever been,thanks to wireless Internet,mobile technologies,and portable devices .
The Internet provides "audiences with substantially more control over the news selection process than they enjoyed with the traditional media" .Instead of reading a copy of the local newspaper or watching the scheduled evening news,people increasingly turn to the Internet for daily news.
Cell phones, laptops,and other portable devices provide a tremendous opportunity for readers to choose stories that interest them at any time they desire and form myriad channels and websites.
Readers subscribe to online news, customize the news they receive,get the news that they feel is most important and interesting

Focus on PR, tap into BE, understand RC

Focus on PR, tap into BE, understand RC

3. TRIGGERS TO ACT `TR`

Desire to update their knowledge by knowing about what goes on around them,at the local,national,and international levels. By seeing about their interest like politics/ civics,cultural,humanitarian,sports, etc.

4. EMOTIONS BEFORE / AFTER `EM`

User can tensed to know the complete information of the particular newsand can get boredom to get the old issues of printed newspaper so they prefer news website to read an more ellorate news and get old news in their fingertip

10. YOUR SOLUTION `SL`

This app helps you to query for allinformation about Indices,Commodities,Currencies, FutureRates,Bonds,etc as on official websites.
It helps the user to read thenews in their own national or international language.
we create a scalable, responsive and user-friendly news tracker application.
It fetches different news sources all around the world so user can select different countries news in which they are interested.

8. CHANNELS of BEHAVIOR `CH`

ONLINE

This application provides user-friendly ,easily accessible with updated news that allows the reader to interact with the paper itself.
Readers can now leave comments,watch videos, view photo slideshows and often times contribute their own opinions and written pieces to the paper

OFFLINE

This application allows the user to quickly save, discover,and recommend the stories that interest and manage all of your favorite articles.
So,the app lets user read it whenever and wherever they want from their smartphone without an Internet connection.

Identify strong TR & EM

Extract online & offline CH of BE