

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

Reader who is interest in hearing news

6. CUSTOMER CONSTRAINTS

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.

Need of internet facilities.  
Availability of electronic devices.

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

User can read news in anytime and anywhere.  
By provide the app in free cost

Explore AS, differentiate

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

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.

Some news can be fake  
User need a short news

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.

Hearing of fake news around them

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)

Direct: User can check the news whether it is real or not.  
Indirect: The owners of the app can check the news.

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

Identify strong TR & EM

3. TRIGGERS

TR

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

Making the app popular among the customers

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.

Before: Peoples need to read all the news.  
After: They can read important and crispy news

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

By providing a needed news to the customers.  
User can access it anywhere and anytime

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

User can tell their need in that platform

8.2 OFFLINE

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

User can tell their need to the owners.

Identify strong TR & EM

