

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

This Application used by many IT employees, students and aged people.
It is also useful for the Government Job Preparation, to update themselves in current affairs.

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.

Low Network usage.
Platform independent.

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 preference can be included in the application.
Able to get the precise news in few searches.

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.

Relevant news is not available, in all application.
UI/UX is not good for aged people.
Redirecting to others sites, is headache for daily workers to get the 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.

It hard for the user to find the news that they want in quick way.
UI/UX is not proper every kind of people.
Poor user support from the Application.

7. BEHAVIOUR

BE

What does your customer do to address the problem and 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)

Users getting tense for not getting the news they want.
Unwanted ads, distracts them.
Too much of time wasted on redirecting.
Unwanted notification alerts.

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

3. TRIGGERS

TR

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

It can be used to send messages as when it can be shown or displayed in the screen as a notification.

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

1.Unable to get the news updates.

After

1.The user can get the news in quick and efficient way.

2.Able to get all relevant news in one place.

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.

By providing the advanced search engine to get the precise data.

Enabling users to control the notifications and action controls (Such as notifications on specific news).

With the help of the chatbot the user can able to solve their problems inside the application itself.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

8.2 OFFLINE

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

Online

Enabling the user to save the news with flag or pin options.

Giving full customization facility according to their preferences.

Offline

User can able to download the news, and can able to read them in offline mode.