Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

The person who reads newspaper on daily basis is our customer. He is a person who has news reading on daily basis.

6. CUSTOMER CONSTRAINTS `CC`

spending power, budget, no cash, network connection, available devices

5. AVAILABLE SOLUTIONS `AS`

Many paid subscription plans for news app for reading the news.

Explore AS, differentiate

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

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

As our lives are very busy these days, we often feel we need more than 24 hrs. a day to cope up with everything we have in our schedule. Well, that's not possible but reducing the time by changing the conventional method of reading news can help. Just tell us what market news you're interested in and get a quick peek for the day. Only read what you feel is relevant and save your time. This app helps you to query for all information about Indices, Commodities, Currencies, Future Rates, Bonds, etc.… as on official websites.

9. PROBLEM ROOT CAUSE `RC`

The cause of the problem is there are so much of unwanted information are wandered around the world so we spent most of the unwanted news. We acknowledge the problem as sooner as possible.

7. BEHAVIOUR `BE`

After launching of this application many people burden will reduce of this news reading. This will create huge benefit for customers to at what they want to read the news or watching the news in their scheduled time.

Focus on J&P, tap into BE, understand RC. Extract online & offline CH of BE

Identify strong TR & EM

3. TRIGGERS `TR`

If customer see their neighbors installing a very effective news app, searching more about efficient news app.

4. EMOTIONS: BEFORE / AFTER `EM`

Before: They have force to read all the uninterested news.

After: which news they want to read they can.

10. YOUR SOLUTION

Our idea is we help our users to give their suggested news with their prescribed timing. We give 4 options to every users to choose their suggested news topics like Indices, Commodities, Currencies, Future Rates. If users want short videos for their suggested news we will provide that option also, and our motive is "Only read what you feel is relevant and save your time."

8. CHANNELS of BEHAVIOUR `CH`

ONLINE
They should have uninterrupted network connection.

OFFLINE
They should download their interested news for later use.

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