

Problem-Solution fit canvas 2.0 Purpose/Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Hackers, CCTNS (crime and criminal tracking network and system), commercial and scientific purposes, media monitoring.	6. CUSTOMER CONSTRAINTS As much as service providers need to cater to the needs of their customers, it is just as important for them to satisfy their customers.	5. AVAILABLE SOLUTIONS The internet and the intermingling of social media with important worldwide events has made it almost impossible to live under a rock. But finding a reliable one-stop shop to engage with your news can be somewhat of a challenge.	Explore A&S, differentiate
Focus on U&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS We've written a whole white paper on the topic, and examples of how our stories have produced such change-from the registration. It corrupt officials to the passage of news laws- are compiled in our annual reports, on this page you'll find our reporting on the impact of our work.	9. PROBLEM ROOT CAUSE User doesn't want to waste time figuring out the the relevance of the news young people don't read news from apps, usually depend on social media to get updated Users sometimes get overwhelmed by too many categories.	7. BEHAVIOUR User experience, content performance popularity sharing the news, conversion rate optimization, checkout process website accessibility, livechat and first and foremost, user data is super important.	Focus on U&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS This news app is a big interactive database that think of it like would any other piece of journalism. It just uses software instead of words and pictures. 4. EMOTIONS: BEFORE /AFTER Fearness, satisfaction, anger and two sentiments (positive and negative) using to extraction.	10. YOUR SOLUTION Realtime monitoring, working condition is ensured and restricted permission from entering highly secured areas.	8. CHANNELS of BEHAVIOURS 8.1 ONLINE A few of these local stories were the result of formal partnerships, but the majority were done quite independently – in some cases, we didn't have much if any knowledge that the story. 8.2 OFFLINE Although marketing has gone largely digital, the offline advertising world is still a significant one, means a lot of money gets spent on display ads.	Extract online & offline CHORBE



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