**Define CS, fit into CC**

### 1. CUSTOMER SEGMENT(S) — CS
Who is your customer?

1. News reader

2. People

### 6. CUSTOMER — 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.

1. It will consume more time

2. It will consume more cost

3. Network connection

### 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

People may use either newspaper or social medio or youtube channels to know the news

**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.

1. People can get simulataneous breaking news

2. We can avoid fake news

3. News received at correct time

### 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.

In a busy world people not have allocate time for reading newspaper and watching news channels

### 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)

People follow youtube channels but this will not possible to know all news.People buy a news paper they don't read all news because of time cons

**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 installing solar panels, reading about a more efficient solution in the news.

Reading about a more efficient solution in the news

### 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.

People will know the news in faster

### 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 behaviour.

Making separate space for each category of news.people select the news category and know all news about that.

### 8. CHANNELS of BEHAVIOUR — CH
**ONLINE**
What kind of actions do customers take online? Extract online channels from #7

In online people know news faster through network

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

In offline people must allocate time for reading newspaper

**Extract online & offline CH of BE**