

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids <ul style="list-style-type: none"> News Reader Students From young people to old people From village people to city people 	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. <ul style="list-style-type: none"> Network Connection It will consume more time and cost Should provide download option Don't need to carry newspaper for various locations 	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 <ul style="list-style-type: none"> People may use either newspaper or social media or youtube channels to know the news. People may also use google news and google assistants for tracking information.
	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. <ul style="list-style-type: none"> We can avoid fake news News received at correct time With the help of our customer location, the app can automatically post the news in their surroundings. Providing reading mode. 	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. <ul style="list-style-type: none"> In a busy world people not have allocate time for reading newspaper and watching news channels. No user customization. Though the app is not attractive, user lose interest on app. 	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) <ul style="list-style-type: none"> User gets frustrated while using bad user interface. User may feel stressed eye. People follow youtube channels but this will not possible to fetch all the news. Sometimes user feels disturbed while continuous notification occurs.
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news. <ul style="list-style-type: none"> When things goes viral. People asking about latest 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. <ul style="list-style-type: none"> Providing a cloud-based web application which gives user a more control by displaying trending news based on user's choice, their interest and location. The news tracker application which enables user to focus on the news of market area they are interested from with no annoying ads and irrelevant feed. 	8. CHANNELS of BEHAVIOUR CH ONLINE What kind of actions do customers take online? Extract online channels from #7 <ul style="list-style-type: none"> In online, people know news faster through network. Advertisement. OFFLINE What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development. <ul style="list-style-type: none"> Customer's review. User can save post and makes use of it later.
	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. <ul style="list-style-type: none"> Feels waste of time because of irrelevant context. Feels getting lack of information about that particular content. 		

