

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

- 1 Business person
- 2 Students
- 3 Unemployed
- 4 common people
- 5 Other media
- 6 Political Event

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.

- 1 Helps news readers to get required information within less time
- 2 This will help the users to share news on various platform such as twitter or facebook.

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

The news app collects all the stories you want to read from your favourite sources, about the topics that interest you most.

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 In order save time you can bring all the news updates, insights, tips, guides, articles into one location with content aggregators .
- 2 Helps news readers to get required information within less 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.

Facilitating the readers of news to get filtered and relevant news avoiding spam, fake and irrelevant news through a UX Hackathon Design.

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)

This project is about a news tracking website that has a membership control panel, content , browser search engine , last news, most popular and most embarassing news, related and suggested news and tags , corprate content and comments.

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.

To get the worldwide news at anywhere & anytime by this we can save the time & staying on the top trends. Easy to find the fake 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.

BEFORE : Time management problem fake news.

AFTER : Uploading by anyone fake news identified, time saving.

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.

- 1 We provide news in brief in the form of short videos.
- 2 Providing news from a legitimate trusted source across the world , so that fake news should not spread out.
- 3 One platform to go through all his preferred news around him.
- 4 We made our platform multilingual so that regional people understood it easily.

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.

Understanding people's online behaviour has traditionally been a field of interest of commercial research agencies.1) To analyse the way news consumers visit news website and 2) Understand how these websites fitin their daily news consumption pattern.

Identify strong TR & EM