



3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

- **Lack of awareness about using technology.**
- **Old and easy methods**

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-Curious**
- **After-Satisfied**

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 behavior.

Instead of the user having to search across the internet for news; news articles from various news sites and news platforms across the internet must be collected and displayed in an organized manner, by segregating them into various categories, at a single destination.

8. CHANNELS of BEHAVIOR

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.

8.1 Online
Immediate Access of updated news at any point of time

8.2 Offline
User can save or bookmarked the wanted news and can access offline