1. CUSTOMER SEGMENT(S)

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



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- Every one who follow the news daily .
- ➤ People who has age more than 10 and below 70.

6. CUSTOMER CONSTRAINTS

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.

- > Waste of paper.
- ➤ Not in precise manner.
- ➤ Only one physical copy.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem



BE

plore

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

- News paper
- News Telecasted through TV
- ➤ Through Radios

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2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- ➤ Too much of unwanted content will waste the time of the user/customer.
- ➤ Some of the news article may be fake and misleading.
- Too many news channels and articles may confuse the user/customer.

9. PROBLEM ROOT CAUSE

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.

Dependent completely on newspapers and TV channels. Didn't have complete trust internet applications. No proper awareness about using of software applications.

7. BEHAVIOUR

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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)

- > Reading newspaper.
- > Following the news telecasted in TV.
- ➤ Following the news broadcasting in radio.





3. TRIGGERS



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

10. YOUR SOLUTION



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



8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

3.2 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

4. EMOTIONS: BEFORE / AFTER



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