

<div>1. CUSTOMER SEGMENT(S)</div> <div>Who is your customer?</div> <div>Students Business people Old age people</div> <div>CS</div>		<div>6. CUSTOMER CONSTRAINTS</div> <div>What constraints prevent your customers from taking action or limit their choices of solutions? .</div> <div>Must have constant network connectivity Manual updation Follow their own interest of news</div> <div>CC</div>		<div>5. AVAILABLE SOLUTIONS</div> <div>Which solutions are available to the customers when they face the problem</div> <div>or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?</div> <div>Previously we use the Newspaper and television to view the news and we cant carry that everywhere.Now we are using mobile phones which is portable we can view the news digitally.</div> <div>AS</div>	
<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different side.</div> <div>Physically cant carry the Newspaper Did not get an updated news on time Existing application will have more advertisement No proper personalization news User interface will not be good</div> <div>J&P</div>		<div>9. PROBLEM ROOT CAUSE</div> <div>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. There are multiple news sharing apps used by a single user and are often spammed with notification. Manual updation should be done carefully because the duplication of news may occur</div> <div>RC</div>		<div>7. BEHAVIOUR</div> <div>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)</div> <div>Some of the existing solutions are:</div> <div>Application feedback Google feedback</div> <div>BE</div>	

Focus on J&P, tap into BE, understand RC

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<div>3. TRIGGERS</div> <div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div> <div>To manage their time efficient</div> <div>TO have updated news in hand</div> <div>To see their interested news on feed</div> <div>TR</div>	<div>10. YOUR SOLUTION</div> <div>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.</div> <div>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.</div> <div>This application is used to show updated news on time to time.This will show a news in reels format where user can enjoy viewing the news in different manner. This application will avoid most of the advertisement and we sure it wont disturb our customer.user can also follow their interested news page in our application.The user interface in our application will be good and news feeds depend on user interest will be updated on time.</div> <div>SL</div>	<div>8.CHANNELS of BEHAVIOUR</div> <div>8.1 ONLINE</div> <div>What kind of actions do customers take online? Extract online channels from #7</div> <div>Continuous updations of news.</div> <div>Generate notification of list of news which the user need to follow user can stack the news</div> <div>8.2 OFFLINE</div> <div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div> <div>user can see the downloaded news</div> <div>CH</div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>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.</div> <div>Before</div> <div>1.Unupdate</div> <div>2.Curious</div> <div>After</div> <div>1.update</div> <div>2.confident</div> <div>EM</div>	<div>Identify strong TR & EM</div>	