

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. anybody who could read and understand the news.</div><div>Customers who use this application:</div><div><div>→</div><div>Younger Generations</div></div><div><div>→</div><div>Regular online article users</div></div><div><div>→</div><div>Those who don't want to read fake news</div></div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div>In mobiles and laptop, there are possibilities for lack of stable internet connections and unavailability of devices. It becomes hard to establish connection between the client and server and it makes the user wait so long to get the news. To avoid this, it is recommended to check the connection often and use devices that satisfies the minimum requirements for the application to run perfectly.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital note taking.</div><div>Some of the existing solutions are as follows:</div><div><div>★</div><div>Provide user the ability to customize the frequency and duration of the ads.</div></div><div><div>★</div><div>Providing links for the user to refer in case of any doubts on provided news</div></div><div><div>★</div><div>Show a verified badge against the news that has been verified by the app</div></div><div><div>★</div><div>Customizing the news received based on the age of user.</div></div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div><div>•</div><div>To make a simple and attractive UI</div></div><div><div>•</div><div>Classification of news based on User interests</div></div><div><div>•</div><div>Flexibility to changes</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the backstory behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div><div><div>★</div><div>Uninterested and irrelevant news</div></div><div><div>★</div><div>Less attractive</div></div><div><div>★</div><div>Finding of genuine news</div></div><div><div>★</div><div>Fetching short videos with news articles</div></div><div><div>★</div><div>Unable to bookmark articles</div></div></div>	<div><div>7. BEHAVIOUR<div>BE</div></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><div>□</div><div>Report through customer support</div></div><div><div>□</div><div>Contact through provided toll-free number</div></div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</div><div><div>•</div><div>User-friendly UI</div></div><div><div>•</div><div>Better performances than other news applications</div></div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></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. 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.</div><div><div>&gt;</div><div>This application can handle large number of users and data with high performance.</div></div><div><div>&gt;</div><div>It is fast and cost-effective.</div></div><div><div>&gt;</div><div>It eliminates the risk of human errors during expense calculation when manually.</div></div><div><div>&gt;</div><div>the UI will be simple and user-friendly so that the user will be satisfied with the experience.</div></div></div>	<div><div>8.CHANNELS of BEHAVIOR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div><div>1.</div><div>Resolving through FAQs</div></div><div><div>2.</div><div>Report through customer support</div></div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div><div>1.</div><div>Contact through provided toll-free number.</div></div><div><div>2.</div><div>send your queries through letters.</div></div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div><div>★</div><div>Differentiate between real and fake news.</div></div><div><div>★</div><div>Brings in Support Systems.</div></div></div>			

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