Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S) `CS`

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

People who want to catch up with daily updates of news in their preferred domain in minimal time.

Young students to working professionals

Anyone who reads the news

People of all age group

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.

Network connection

Unorganized News articles

Huge,time consuming news articles

No summary of news articles

No proper device to read news articles

Other options are paid

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

Chatbot to solve queries

Search bar to search for articles

News channel, newspaper

social media

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.

Articles are lengthy , people do not have time to catch up with daily news updates,

Searching related news
Misleading Ads and unorganized contents
user unable to customize news content
Using internet for previously watched content
No functionality to save or share articles

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.

people do not have time to catch up with daily news updates

No proper recommendation systems

No user customization.

No search bars to search for articles

No download option user may not have internet.

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)

Provide summary of news articles

Provide option to save articles and read offline

No need to pay to read articles

Organized based on preferences

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.

When friends discuss about viral news
People asking about latest news
When things goes viral
When need report about weather, market, sports

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.

Irritated when irrelevant content is recommended

Impatient when it comes to reading lengthy articles

Erratic when they have to pay money to avoid ads

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.

Provides articles instantly, no delay in UI

User friendly UI

Save articles

download articles to read offline

Profile for users for knowledge based recommendations

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.

Online:

User can customize their news according to their interest.

Enter details about preferences

Offline:

Read saved articles

Identify strong TR & EM