Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

6. CUSTOMER CONSTRAINTS — CC

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

5. AVAILABLE SOLUTIONS — AS

- News paper
- News Telecasted through TV
- Through Radios

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- 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 — RC

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

7. BEHAVIOUR — BE

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

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

Identify strong TR & EM

3. TRIGGERS — TR

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

4. EMOTIONS: BEFORE / AFTER — EM

- Before-Curious
- After-Satisfied

10. YOUR SOLUTION — SL

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 BEHAVIOUR — CH

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

Extract online & offline CH of BE

★ AMALTAMA