Project Title: **News Tracker Application**

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

1. Travelers who has interest in learning newspaper.
2. People who loves to update News.
3. Young to old people who has interest in learning news paper.

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.

1. Needs good network connectivity.
2. Reading using phone is not good for eyes.

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

1. User friendly interface, avoiding misleading ads

2. Prioritize news according to user interest and location.

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

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

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.

1) Using internet for previously watched content
2) Search option is provided to search the readed news

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.

1) User interface needs to be attractive and easy to use or it make user to lose interest on app.

2) Provide notification which related to user wish

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

1. User may feel stressed eye.

2. User may avoid notification if it is not related.

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.

1. People expecting about latest news
2. Need report about weather, market, sports and etc

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.

BEFORE

1. Confused
2. Un clear

AFTER

1 Clarity
2 Clear mentalty

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

1. Providing like, comments, tag, polling options to develop to develop user interface further more.
2. User can control their notification. They can select content which they need to notified.

8. CHANNELS of BEHAVIOUR **CH**

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

1. User can customize their news according to their interest

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

User can download post and can share it to other people