

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.

Traditional newspaper makes them to receive news at a time delay and most of other online news apps are full of 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.

- Get the user's favourite topics

8. CHANNELS of BEHAVIOUR

CH

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

View news from the apps like google news, inshort

Identify strong TR & EM	<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>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.</p> <p>Irritated,Difficult &gt;Satisfied,Easy</p>	<ul style="list-style-type: none"> <li>Fetch the news from rapid api</li> <li>Display the news based on user topics</li> </ul>	<p><b>8.2OFFLINE</b></p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>View news from the newspaper</p>	Identify strong TR & EM
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Project Title: News Tracker Application

Project Design Phase-I - Solution Fit Template

Team ID: PNT2022TMID25237

Define CS, fit into CC	<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>Common People</p>	<p><b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span></p> <p>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.</p> <p>Network Connectivity</p>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>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 notetaking</p> <p>News apps with lot of advertisements and many irrelevant news</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>Personalized news for the users, Ad free user interface</p>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <p>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.</p> <p>Even though there are many news apps over there , most of them are full of ads and irrelevant news.</p>	<p><b>7. BEHAVIOUR</b> <span>BE</span></p> <p>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)</p> <p>News channels and newspapers</p>	Focus on J&P, tap into BE, understand RC

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