Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

Customers who wants the glimpse of the daily NEWS.

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.

There is no time to read the NEWS in current busy world.

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

Provide user intresting glimpse to save the users times.

Explore AS, differentiate

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.

Collecting the data on daily NEWS and providing the glimpse.

Customize the NEWS base on the customer interest.

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.

There is no time to read the big paragraphs.

7. BEHAVIOUR

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)

Customer getting irritated afterseeing the long paragraph.

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

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.

Send a notification to the customer where customer interested topics.

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.

we provide the NEWS where the

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.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem of a job and afterwards? i.e. lost, insecure > confident, in control – use it in your communication strategy & design.

They feel irritated will see thelong paragraphs.

After facing the problem they feel don't want to use the platform.

customer interested topics.

And avoid the long paragraphs and give the glimpse.

thelatest and updated news through the online channels.

When the user in online they download the article. Afterwards they see the downloadarticles in offline.