Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

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

1. Working class people of different sectors
2. Entrepreneurs
3. Adults of age above 18
4. School students
5. University graduates
6. Phd Scholars
7. Politicians
8. Scientists

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.

Budget friendly, Available devices, Time, Quality

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 note taking

Solution: News gets your message to a wider range of audiences and promotes brand awareness of your business. Being featured at an independent media like News gives credibility to the information. By tracking and maintaining positive news increases positive credibility.
Pros: Allowing people access to an unlimited wealth of information on numerous topics ranging from cooking tips to sports trivia.
Cons: It is responsible for a lot of other types of misinformation circulating the web.They may find themselves consuming inaccurate news reports or false encyclopedia entries.

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.

1. The problem is that news tastes go beyond mere categories and keywords
2.. Get to know a lots of facts to keep the citizens aware
3. Create awareness among the public about various issues
4. Provide aids for advertisements
5. Job Vacancies

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.

1. In need for knowing the day to day happening and in order to be updated
2. To connect news articles from all around the world and deliver it to user as fast as possible in a best visualized way
3. To increase reach for a product/ certain thing/ Job vacancy advertisement is needed

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)

Permits the user to gather the information regarding her/his behaviour and interests and improve their interest to organize the content depending on their requirements
For example: Several big publishing organizations use news apps just as a mobile friendly version of their sites
Saves time since searching for the particular category is easy

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 neighbor installing solar panels, reading about a more efficient solution in the news.
1. The urge to know the day to day happenings than others
2. Readers today want great content in easily digestible, bites. They don't want to have to trawl through a complicated website to get it.

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.

1. Confident that they know the day to day happenings
2. Information about various job vacancies
3. Source for various advertisements
4. Awareness for various issues

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 behavior.

1. A separate segment for day to day happenings as hot headlines
2. Advertisement column to display job vacancies, advertisements
3. Display category wise news as of user's wish to save time
4. Create awareness about the various issues prevailing all over the world

8. CHANNELS of BEHAVIOR   CH

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

8.2 OFFLINE
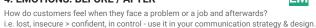What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.
8.1 ONLINE
1. Read news online via the user's PC or even using mobile phone
2. Share the read news to their friends and family
3. Subscribe to a particular news provides or a particular Author/ Journalist

8.2 OFFLINE

Identify strong TR & EM