Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

All people those who are interested in reading 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.

Some people may not have smart phones.

Network connection.

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

Having an app specifically for NEWS reading.

It is of free cost.

It can be read from anywhere,anytime.

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.

News provided in the app may not be real.

Lots of unwanted advertisements may come in the app.

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.

Fake NEWS are spreading because of some unwanted social media platforms.

Because of unavailability of proper NEWS providing platform,so many scams are happening.

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)

Direct: Verify the NEWS by the vote given by the users.

Indirect: Verifying NEWS by a particular person (like manager).

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 neighbour installing solar panels, reading about a more efficient solution in the news.

Creating ads for the app in the trending social media platforms like instagram,facebook 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: People are in doubt about the NEWS that either it may be true or rumour.
NOW: People trust all NEWS from this app because only verified NEWS is flashing in this app.

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.

Devising an app exclusively for NEWS reading. This app can provide only those verified NEWS to avoid fake NEWS, users can read the news anywhere at anytime and they can read only those news they want to read.

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

customers can send their query or issues they are facing on the app via the feedback form available in the app

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

Customers can contact the help desk number that is available in the app

Extract online & offline CH of BE

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