

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Who is your customer?

Persons who are seeking employment

Persons that recruit job candidates

CS

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.

Create a platform to facilitate job searching

A platform to make it simpler to identify people with the necessary skills

Make the job-filtering process simpler

Data Security

J&P

3. TRIGGERS
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Employment Opportunity

Get Job alerts

Endorsement and connections

TR

4. EMOTIONS: BEFORE / AFTER
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.

Emotions-Before

Emotions-After

Lack of knowledge about job vacancy.

User receive updates on job vacancies.

No proper platform to showcase skillset

Exhibit skillset in profile

More paperwork during recruitment

Easy recruitment process

EM

5. AVAILABLE SOLUTIONS
Which solutions are available to the customers when they face the problem of 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

Pros

Cons

Promotion of people's skillset

Delivering false information

Marketing of company infrastructure

Occurrence of fraudulent activity

Cultivate commercial relationship

Intense competition

AS

6. 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.

Concern about misuse of personal information

Worry about unreliable connections

Inadequate product knowledge

Potential Scam

Time consuming

CC

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 installed, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

When Users apply for fraudulent jobs, they get unhappy due to wasted time

Users were not satisfied when platforms allowed hirers to post jobs that were not real

Cheating during online recruitment process

BE

8. CHANNELS of BEHAVIOUR
ONLINE
What kind of actions do customers take online? Extract online channels from 7 and use #

Apply for jobs

Review job applications

CH

9. YOUR SOLUTION
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.

To develop an end-to-end web application which in default have a lot of current job openings through job search API out of which appropriate job will be recommended based on user skill set. At the same time students can develop their skills side by side with various courses and webinars offered by reputed organization. In addition to this a smart chat bot will be available for 24*7 which can help users in finding the right job

SL

10. CHANNELS of BEHAVIOUR
OFFLINE
What kind of actions do customers take offline? Extract offline channels from 7 and use #

Final level interview

Checkout location and infrastructure of company

CH

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

Focus on AS, differentiate

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

Extract online & offline CH of BE