

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

The one who is interested in acquiring new skills and the one who is need of a job.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

Inadequate training, incorrect instruction, lack of necessary information about what to do or how to do it, poor equipment or supplies, lack of equipment or supplies.

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?

Searching in online is better than noticing advertisement in newspapers.

Explore AS, differentiate

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 opportunity; jobs in various domains.

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?

Financial crises, un employment in the society.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

i.e. directly related: search for jobs related to their skills; indirectly associated: learn new skills

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

3. TRIGGERS

TR

What triggers customers to act?

Facing jobless situation in society, trying to be self dependent.

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.

10. YOUR SOLUTION

SL

Dealing with the tremendous proportion of selecting information Online, an errand searcher for the most part goes through hours to see as supportive ones. Regularly, people who need industry data are foggy about what unequivocally they need to figure out how to get a proper occupation for them. We address the issue of recommending sensible obligations to people who are searching for another work.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Searching for new skills to upgrade ourselves to get a new job.

8.2 OFFLINE

What kind of actions do customers take offline? Refer books , journals, newspaper etc..

Extract online & offline CH of BE