

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div><div>1. A job hunter trying to search for a job, but due to late response from customer support make them move things slowly.</div><div>2. Hiring Manager, who is seeking for remote employees with good technical skills</div></div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div>When the user wants to list a customized job list or feels confused, they can just chat with the chatbot which would guide them throughout the process instead of sending mail and waiting for customer support</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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</div><div><div>PROS</div><div>1. Stay Connected and Get Employed 2. Give prominence to your brands 3. Promote your skill set 4. Gain exposure to prospective employers /recruiters 5. Demonstrate your knowledge 6. Follow companies or industries and as a search tool 7. Vast and large job listings 8. Publicity 9. Ease of resume update</div><div>CONS</div><div>1. Risk of identity theft 2. Incomplete profile challenge 3. Tons of spam messages 4. Time Consuming 5. Premium package can be expensive</div></div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div><div><div>• Secure users from spam by verifying every job seekers and hiring managers</div><div>• Some solutions for user's problems are not available in the chatbot which makes users get frustrated and make their process slow by contacting through email</div></div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div><div><div>• Fake IDs and not good verification makes this problem to arise</div><div>• The root problem for this is lack of information, we must update and make the chatbot more accessible.</div></div></div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div><div><div>• Users privacy can be protected by going on private mode</div><div>• They contact customer support by mailing or calling the customer support and get help and solve their problem. With this information, we can update the chatbot.</div></div></div></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Users when exposed to spam may close the account and lose hope</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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.</div><div>Can be solved by verifying the hiring managers and job seekers and their e-mail ID.</div><div>And updating the chatbot with all user problems</div></div>	<div><div>8.CHANNELS of BEHAVIOUR<div>CH</div></div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>8.1. They seek jobs by using search filters and following the top companies they need to get hired and apply to their desired job</div><div>8.2. They go directly for walk-in interviews</div></div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>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.</div><div>They feel insecure and lose their confident when they are exposed to spam but can take measures by contacting customer support</div></div>			