Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into | **Explore AS,**

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

1. Graduates of above 20 years of age.
2. Person searching for job in accordance with their skills.

6. CUSTOMER — 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.

1. Chosing right candidate on right time.
2. Risks on technology for traditional search tools.
3. Competition between candidates.
4. Internal policies within the company.

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

1. Getting employed by being updated.
2. Developing skills required for the role.
3. Skill set prediction.

Focus on J&P, tap into BE, understand | **Focus on J&P, tap into BE, understand**

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. Recruitment system have tools for profile filtering.
2. Job updation at anytime and anywhere.

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. Problems and queries arise from candidate side, consultant side and also from employers side.
2. To get clear view about the job profile of the candidate, HR policies and estimated budget.

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)

Purposive and volitional pattern of action that begins with the identification and commitment to pursuing the employment goal.

Identify strong TR & EM | **Extract online & offline CH of BE**

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.

1. Herd mentality.
2. Retaliate.

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.

Anxiety, stress, fear, negativity / motivation, updation, relief and trust.

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.

Following and staying updated on the industrial updations so as to find the appropriate jobs easily.

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE
What kind of actions do customers take online?

1. No complete interaction with people.
2. Query is not solved completely.

8.2 OFFLINE
What kind of actions do customers take offline?

1. Solving query completely.
2. Time saving.
3. Thrifty