

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

- 1. Job Seekers (Above the age of 23)
- 2. Person who seeking for job for their skills.

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.

- 1. Finding the right candidates in time.
- 2. Technology risks of traditional search tools.
- 3. Stiff competition.
- 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. Stay connected and get employed.
- 2. Build required skills.
- 3. Skill set prediction.

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.

- 1. Recruitment systems have filtration tools to help recruiters.
- 2. No matter where you are, you can send out job posting anytime with access.

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 are just not from candidate side but also from consultants and employers side too.
- 2. Entire world has problem of clarity exclude employer about job profile, HR policy and 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, volitional pattern of action that begins with the identification and commitment to pursuing an employment goal.

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

Identify strong TR & EM

3. TRIGGERS R

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

- 1. Reciprocity
- 2. Social proof

4. EMOTIONS: BEFORE / AFTER M

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.

Stress, Negative impact > Relief,  
Motivation and determination.

10. YOUR SOLUTION L

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 customerbehaviour.

Keep up the latest Industrial news and easy way to search jobs.

8. CHANNELS of BEHAVIOUR H

- 8.1 ONLINE  
What kind of actions do customers take online? No human interaction
- 8.2 OFFLINE  
What kind of actions do customers take offline? Cost effective, Answer queries immediately.

Identify strong TR & EM

