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 20)

2. Person who is waiting for jobs based on 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. Find the best candidates at right time.
2. Candidate competition.
3. Internal policies within the company.

Explore AS, differentia

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 with dream company.
2. Chatbot availability.
3. Skill set prediction.

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 tools to help for recruiters.
2. No matter you can access anytime at 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 will come from consultant as well as employers side.
2. Entire world has problem of clarity exclude employer about job profile, HR policy and agreement.

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)

Leadership skills and knowledge ..

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 neighbor installing solar panels, reading about a more efficient solution in the news.

1. Reciprocity
2. Social media 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 vibration > Relief,Motivation and peaceful life.

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 customer behaviour

Keep up the latest industrial news and get your dream jobs.

8. CHANNELS of BEHAVIOUR H

ONLINE
What kind of actions do customers take online? No face to face interaction

OFFLINE
What kind of actions do customers take offline? Cost effective, Answer queries immediately.

Identify strong TR & EM