

Solution fit canvas

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<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their problem installing solar panels, reading about a more efficient solution in the news.</p> <p>Seeing others get a job when they couldn't. or seeing others having a definite plan for their career ahead .</p>	<p>10. YOUR SOLUTION SL</p> <p>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 <u>behaviour</u>.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>ONLINE: They find the kind of jobs suitable for them based on their area of expertise and apply for those jobs in online. OFFLINE: They attend interviews on-site and try to get the job</p>
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<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>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.</p> <p>They will be satisfied with the service, and will have higher probabilities of getting a job</p>		
<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>1. Unemployed people 2. College graduates looking for jobs</p> <p>Define CS, fit into CC</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>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.</p> <p>Basic requirements like Internet Connectivity, laptop is necessary for proper functioning of the website. Viewing in phone might not be convenient</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>Which solutions are available to the customers when they face the problem?</p> <p>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</p> <p>Earlier, people used to look at newspapers or posters for job opportunities. Now since everything became digital, Job recommender websites like linkedin plays a huge role in helping people find a job</p> <p>Explore AS, differentiate</p>

<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>We resolve the problem of finding a suitable job for the customer and assist them using a chatbot</p> <p>Focus on J&P, tap into BE, understand RC</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>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.</p> <p>Most people are not aware of their potential and the job they could get with their skillset and there are very few websites which offer services like that</p>	<p>7. BEHAVIOUR BE</p> <p>What does your customer do to address the problem and <u>get the job done</u>? 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)</p> <p>Since, the customer is unemployed person seeking for a job. They try to find websites which help them getting job.</p> <p>Focus on J&P, tap into BE, understand RC</p>
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