

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS Who is your customer? <div> 1. Recruiters who select candidates. 2. Person searching for job in accordance with their skills. </div>	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. <div> 1. Choosing right candidate on right time. 2. Time Consumption. 3. Potential scam 4. Competition between candidates. 5. Inadequate product knowledge. </div>	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 <div> 1. Getting employed by being updated. 2. Developing skills required for the role. 3. Skill set prediction. </div>	Explore AS,
	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. <div> 1. Recruitment system have tools for profile filtering. 2. Job updation at anytime and anywhere. </div>	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. <div> 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. </div>	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) <div> 1. When users apply for fraudulent jobs, they get unhappy due to wasted time. 2. Cheating in recruitment process </div>	
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. <div> 1. Herd mentality. 2. Retaliate. </div>	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. <div> To develop an end-to-end web application which in default have a lot current job openings through API. </div>	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? <div> 1. No complete interaction with people. 2. Query is not solved completely. </div> 8.2 OFFLINE What kind of actions do customers take offline? <div> 1. Solving query completely. 2. Checking out companies infrastructure and location. </div>	Extract online & offline CH of BE	
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. <div> Anxiety, stress, fear, negativity / motivation, updation, relief and trust. </div>				

Define CS, fit into

Focus on J&P, tap into BE, understand

Identify strong TR & EM

Explore AS,

Focus on J&P, tap into BE, understand

Extract online & offline CH of BE