Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S)   CS

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

> Job seekers, Company Recruiters

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.

> Privacy of personal information, Spamming, Fraudulent in candidature and in recruitment process.

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

> Manual job searching is an alternative to Automated Skill based searching.
> E-mail notifications are an alternative to Chatbot communication.

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

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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.

> Tedious process of manual job searching.
> Pre-verification of candidates and Recruiters to avoid scams.

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.

> Multiple key terms involved in the qualification and requirements for the candidate.
> Rise in rate of scams involving bribery and theft of information.

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)

> Direct: Search explicitly using various terms.
> Indirect: Intelligible knowledge of oneself, job descriptions and the company.

Identify strong TR & EM

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3. TRIGGERS   TR

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

> Successful recruitment of freshers and exposure to various domains and designations in the career.

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.

> Confusions > Chatbot addresses the candidate's queries and clears out miscommunications in no time.

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 comeup with a solution that fits within customer limitations, solves a problem and matches customer behavior.

> A skill-based job / skill recommender application that aims on recommending the right jobs to the candidate based on their skills. Also recommends the required skills for similar job openings.

8. CHANNELS of BEHAVIOUR   CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

> All such actions like job searching, job description analysis via chatbot, are performed online.