

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

a) People who are seeking for a job/ knowledge about necessary skills with respect to their domain.

b) Recruiters who wish to select candidates based on their company requirements.

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.

a)•Lack of knowledge about what is required to find a job.

b)•Difficulty in filtering out candidates who meet the company’s eligibility criteria.

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

Applying for a job through recruiters:

Pro : The recruitment consultant can advise on a fair package for the customer and negotiate the contract on their behalf if required.

Con : If the recruiter is illegitimate the customers will become the victim.

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.

a) People must be aware of the current trends of their desired domain or field to develop their skills and find a job. The same has been addressed in this system

b) Recruiters must be able to find candidates who are aware of recent developments in their field of interest or domain. Candidates’ soft skills must also be taken into account.

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.

A few people lack the knowledge about the current trends and are not getting equipped to meet the needs hence to keep the people updated with job requirements and skills required to get a particular job this job has to be done.

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)

a)•The customer will be dedicated and so they will do research to find and get their desired job through both online and offline methods. They will also search about the skills that they need to develop to get a job of their preference.

b)•Recruiters will put in the effort to update applicants regarding the vacancy in their company and the types of skills they are looking for

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

Identify strong TR & EM

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.

Not getting the expected job/ candidate due to lack of information, even after many tries, triggers the customer to act.

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.

Before : Increased inferiority complex, anxiety

After : Confident and happy

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.

a) In the system , the jobs will be recommended based on the customers interests and skill. Moreover, this system also recommends the skills the customer needs to equip in order to find their desired job.

b) Recruiters will be recommended with a list of eligible candidates who are suitable for the position they are offering.

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.

ONLINE :  
In online, they try to equip knowledge through various learning platforms and make use of the learning modules to find a job.

OFFLINE:  
They tend to approach the recruiters to get a job or directly apply to the company for the same reason.

Identify strong TR & EM