

DEFINE CS, FIT INTO CC	<div><div>1. CUSTOMER SEGMENT(s)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div><ul style="list-style-type: none">Job seekerStudents looking for internshipFresher with no experienceExperienced workerPart time workerFull time workerFree lancerWork from home professionalJob recruiterIndustry professionals</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solution? i.e. spending power, budget, no cash, network connections, available devices.</div><div><ul style="list-style-type: none">SubscriptionsCluster of informationNetwork connectivitySlow responseVisit different websites for jobsManual filteringSearch through every companyNot aware of job openingsPersonal data securityEmployment scams</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem or need to get the job done i.e. pen & paper is an alternative to digital note taking</div><div><ul style="list-style-type: none">LinkedInIndeedNaukriHiristBreezyGo-hire</div></div>	EXPLORE AS, DIFFERENTIALS

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.

- Premium policy
- Cluster of info
- Unwanted info
- Hindrance to search
- Spam company
- False info
- All job opening alerts
- Destination to find all jobs
- Alert notifications about specified vacancies
- Skilled candidate for company
- Too much time for hiring
- Manual filtering of candidates

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

- Increase in population
- Increase in graduates of same domain
- Minimum Job vacancies
- Failed to Skill development
- More people without desired jobs
- Visit each & every company
- Go through each & every resumes
- More manual work
- Websites specific for each company more time to spend
- Other apps complex to use
- Lack of time management
- Premium policy users always get authentic & reliable info while others are pushed aside
- Spam messages

7.BEHAVIOUR

BE

Which solutions are available to the customers when they face the problem or need to get the job done i.e. pen & paper is an alternative to digital note taking

- Use another platform
- Advertise online
- Use different websites
- Forced to use mobile to check new posting
- Connect with recruiters

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.

- Financial problem
- Lack of skills
- Dissatisfaction with jobs
- Social / family pressure
- Searching troublesome & burden
- Couldn't find desired job
- More reliable & user friendly
- Easy to filter

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:

- Sad
- Depressed
- Low confidence
- Fear
- Nervous
- Frustrated
- Stressed
- Not satisfied

AFTER:

- Highly motivated
- More confidence
- Trust
- Easy to navigate
- Connect with society
- Contented
- Encouraged

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 its within customer limitations, solves a problem and matches customer behavior.

- Monitor for fake jobs
- Skills required for specified jobs
- Notification or alerts regarding specified jobs or company vacancies
- Learning resources to improve skills
- Easy filtering options
- Overcome the hurdles of existing solutions

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:

- Providing varieties of similar units
- Advertise online
- Tie-up with top recruiters
- Connection with recruiters
- Search about job vacancies

OFFLINE:

- Commercialization about the platform
- Testimonies
- Gain skills & knowledge