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

Customers can utilize this platform to interact, establish professional relationships, and learn the skills they need to succeed in their careers in addition to finding employment.

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.

The users restrictions for using our platform are that they must be recent graduates and those who haven't found a job in a year.

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

While some platforms focus consumer requirements on their subscription plans, we offer a platform that users can access for free

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

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

User interface errors that occur at night and customer support, it helps to get the perfect job

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.

Users are more likely to login at night after work. Subscription plans are launched to boost their revenue.

7. BEHAVIOUR   BE

What does your customer do to address the problem and get the job done?

Due to the issue, people find it challenging to use the online job search tool. Some apps were offering free of cost but due to the subscription plans user cannot access the apps as their needs

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

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.

By using social media to advertise by displaying the customer satisfying results.

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: Users have trouble finding employment that matched their needs and requirements.

After: User can easily and satisfactorily find the desired job.

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.

Providing data security that is both quick and effective. A notification appears when a job opening matches their criteria.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

What kind of actions do customers take online?

They prefer to use the online option whenever they can't go to a real location to look for a job. Customers can hunt up jobs online rather than having to travel throughout the cities.

8.2 OFFLINE

What kind of actions do customers take offline?

More information regarding the necessary jobs can be gleaned from them. The customer may be interested in the employee or someone already employed.