

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

The Customers of the project is:

Persons who seek for platform that provides recommendations

Human Resource who would like to recruit through certain platform

CS

6. CUSTOMER CONSTRAINTS

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.

- Reduction of Time Consumption
- Worries about unreliable connections
- Potential Scams
- Concern about misuse of personal information
- Inadequate product knowledge

CC

5. AVAILABLE SOLUTIONS

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

Pros	Cons
Promotion of people's skillset	Delivering false information
Marketing of company infrastructure	Occurrence of fraudulent activity
Cultivate commercial relationship	Intense competition

AS

Explore AS, differentiate

Focus on J&P, tap into

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.

- Make job filtering process more simpler
- Profile with safe and secured data of persons
- The platform which can be utilised to recruit the skillful person for the required field
- Create a platform to facilitate job searching

J&P

9. PROBLEM ROOT CAUSE

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.

- Companies fail to disclose their true infrastructure
- Some job web portals want payment in advance of the job starting
- Jobs that are listed on unreliable platforms may be fraudulent
- Users pretend to have expertise in a skillset they lack
- Users post false credentials

RC

7. BEHAVIOUR

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)

- Cheating during online recruitment process
- When Users apply for fraudulent jobs, they get unhappy due to wasted time
- Users were not satisfied when platforms allowed hirers to post jobs that were not real
- When candidates with inadequate qualifications apply for a position, employers become irritated.

BE

Focus on J&P, tap into C

Identify strong TR & EM

3. TRIGGERS

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

- Branding
- Employment opportunities
- Get job alerts
- Endorsement and connections

TR

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?

Emotions-Before	Emotions-After
Lack of knowledge about job vacancy.	User receive updates on job vacancies.
No proper platform to showcase skillset	Exhibit skillset in profile
More paperwork during recruitment	Easy recruitment process

EM

10. YOUR SOLUTION

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.

To establish an end-to-end netting request which lacking have plenty current task openings through task search API from which appropriate task will be urged established consumer skill set. At the same time scholars can cultivate their abilities next to each other accompanying various courses and webinars presented by believed arranging. In addition to this a smart chatbot will be free for 24/7 that can help users in verdict the right task.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

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

- Review job applications
- Apply for jobs
- Attend initial level assessment

8.2 OFFLINE

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

- Checkout location and infrastructure of company
- Final level interview
- Finalize paperwork

CH

Extract online & offline CH of BE