

<p><b>1. CUSTOMER SEGMENT(S)</b></p> <p>Who is your customer? i.e. working parents of 0-5 y.o.Kid</p> <p>Job seekers</p>	<p><b>5. CONSTRAINTS</b></p> <p>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.</p> <p>No cash, Network connection, available devices.</p>	<p><b>8. AVAILABLE SOLUTION</b></p> <p>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital note taking</p> <p>Due to anxiousness, job searchers would exhaust themselves by searching for positions.</p>
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<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b></p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>The user should be given access to real-time employment updates from well-known organisation</p>	<p><b>6. PROBLEM ROOT CAUSE</b></p> <p>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.</p> <p>Due to the increasing demands of modern occupations, job hunters need a platform where they can look for their ideal position</p>	<p><b>9. BEHAVIOUR</b></p> <p>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)</p> <p>Users must use the websites of their preferred employers to locate the position they seek and the qualifications they possess.</p>
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### 3. TRIGGERS

What triggers customers to act?

i.e. seeing their neighbour installing solar panels, reading

about a more efficient solution in the news.

Seeing their colleagues land the jobs they

### 4. EMOTIONS: BEFORE / AFTER want

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

As a result of their employment hunt, the user would be anxious and uncertain.

### 7. CHANNELS OF BEHAVIOUR

#### 7.1 ONLINE

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

#### 7.2 OFFLINE

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

#### 7.1 ONLINE

User must search the internet for job openings

#### 7.2 OFFLINE

A job seeker must relocate frequently to get employment

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### 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.

Due to the real-time changes on the

available jobs, the user may be able to quickly find the jobs that match their specifications and narrow their job searches

