1. CUSTOMER SEGMENT(S)   CS

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

-Young Graduates who are looking for jobs
-College Students who are looking for jobs
-Job seekers (Above the age of 20)
- Person who search for jobs and skills

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.

-Candidate competition
-Finding the right candidates in time
-Internal policies within the company
-College graduates have no ideas, about how many career options are available

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

-Candidate competition
-Finding the right candidates in time
-Internal policies within the company
-College graduates have no ideas, about how

Define CS, fit into CC

Explore AS, differentiate

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.

-Hard to find jobs of their interest
-Recruitment system have filtration tools to help recruiters
-Confused which job will suit them best

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.

-People are unaware of job vacancies and available career options
-Problems are just not from candidate side but also from consultants and employers side too.

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)

Purposive, volitional pattern of action that begins with the identification and commitment to pursuing an employment goal

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

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.

-Their Friends and Relatives got placed in top companies

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.

-Feeling of Lost in career
-Losing confidence in themselves

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.

-Keep up the latest industrial news and easy way to search jobs.
-Making them well-skilled for the trending jobs that the market need now

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.

-Search for jobs on Social media
-When no option is available , join jobs that their friends are doing

Identify strong TR & EM

Identify strong TR & EM