

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"><li>Job Seeker</li><li>Job Recommender</li></ul></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 solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div><ul style="list-style-type: none"><li>Lack of awareness about a job opening</li><li>Personal data security</li><li>vulnerable to employee scams</li></ul></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? 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 notetaking</div><div><ul style="list-style-type: none"><li>Linked in,indeed and Naukri are some ofthe leading sources for job opportunities.</li><li>They intimate user (Job seeker) with a notification about a recent Job Openings based on their skillset.</li><li>Premium user will get more features including learning resources,etc.,</li></ul></div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Job Seeker :<ul style="list-style-type: none"><li>Finding desired job is not an asy task.</li><li>They need to gain knowledge before applying a particular job.</li><li>They should be aware of fraudulent job post.</li></ul></div><div>Job Recruiter :<ul style="list-style-type: none"><li>They need to find a skilled candidate for her company</li><li>The hiring process takes so much time to complete</li><li>Filtering candidates is difficult.</li></ul></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div><ul style="list-style-type: none"><li>Increasing in population as well as incresing in graduates on particular domain leads to Job crisis.</li><li>The education system does not fullfil and focus on individual person skill development.</li></ul></div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div><ul style="list-style-type: none"><li>Learn and see more about a Job Opening in job posting website.</li><li>Develop and improve her knowledge.</li><li>Connect with recruiters on Linked in platform and maintain a friendly connection with people.</li></ul></div></div>	
<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div><div><ul style="list-style-type: none"><li>Financial Problem, Societal pressure</li><li>Dissatisfaction of Job</li><li>Finds a better way to improve her knowledge as well as career growth.</li></ul></div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div><ul style="list-style-type: none"><li>A Fake Job Offer is detected and removed automatically.</li><li>Recommend a skill to job seeker for a paricular Job Opening.</li><li>A notification will be Send via email regarding job Opening.</li><li>Learning resources will be provided then it will imprve the user knowledge and skills.</li></ul></div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div><div>ONLINE:<ul style="list-style-type: none"><li>Apply and maintain a connection with recruiters.</li><li>Also search about job openings.</li></ul></div><div>OFFLINE:<ul style="list-style-type: none"><li>Learn and gain the required skills in open source platform as well as in our Job website.</li></ul></div></div>	Identify strong TR & EM	
<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>BEFORE:<ul style="list-style-type: none"><li>Sad,Depressed and low confidence.</li><li>Fear of Rejection before attending any hiring process.</li></ul></div><div>AFTER:<ul style="list-style-type: none"><li>Highly motivated</li><li>Gained confidence to do any task</li></ul></div></div>				