Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

Our project primarily serves the following customers:

1. Job seekers.

2. Recruiters.

6. CUSTOMER `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.

1. Misuse of personal information is a concern
2. Unreliable connections are a concern
3. Lack of product knowledge
4. Fraudulent Activity
5. A time-consuming process
6. Too many choices

5. AVAILABLE SOLUTIONS `AS`

Which solutions are available to the customers when they face the problem

Pros	Cons
Scalable to a large number of users	Domain expertise is required
Infrastructural marketing	Fraudulent Activity

Maintain and cultivate commercial relationships   Time-consuming

Explore AS, differentiate

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

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.

1. Create a platform to help with job searching.
2. A platform that makes it easier to find people with the necessary skills.
3. Simplify the job-filtering process.
4. Profile with secure personal information

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.

1. Jobs advertised on untrustworthy platforms may be fraudulent.
2. Companies do not reveal their true infrastructure.
3. Some job boards require payment in advance of the job beginning.
4. Users post fictitious credentials.
5. Users pretend to be experts in areas where they lack knowledge.

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)

1. Users are dissatisfied with their wasted time when they apply for fraudulent jobs.
2. Users were dissatisfied when platforms allowed hirers to post fake jobs.
3. Cheating during the online hiring process
4. Employers become perturbed when candidates with unsatisfactory qualifications apply for a position.

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

Identify strong TR & EM

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.

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

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.

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

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.

To develop an end-to-end web application that by default have a lot of current job openings through job search API out of which the right job will be recommended based on user skill set. At the same time, students can develop their skills side by side with various courses and webinars offered by the reputed organisation. In addition, a smart chatbot will be available 24*7 which can help users find the right job. Using the job search API, users can also search for customized jobs such as Government Jobs, Women Only Jobs, Jobs based on Communities, etc. The app also suggests additional courses to help users upgrade their resumes.

8. CHANNELS of BEHAVIOUR `CH`

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

1. Job applications
2. Examine job applications and attend the 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.

1. Interview at the highest level
2. Examine the company's location and infrastructure.
3. Complete paperwork

Extract online & offline CH of B