Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into

1. CUSTOMER SEGMENT(S) `CS`

Unemployed candidates of age above 22,
Experienced professionals who want to switch their jobs.

6. CUSTOMER LIMITATIONS `CC`

Network connections,
possibility of scam,
Limited services problem due to subscription.

5. AVAILABLE SOLUTIONS `AS`

SOLUTIONS:
Segregation of job field
PROS:
Stay connected and get employed
CONS:
Spam messages

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Creating a job recommending platform

Filtering the jobs based on skillset and experience

9. PROBLEM ROOT CAUSE `RC`

Fake profile which seeks money and scam people,
Personal information collected by recommender raises the risk of unwanted exposure of information.

7. BEHAVIOUR `BE`

Creating a profile and login credentials,
Searching job vacancy related to their interests and skill sets.
Tracking of the application status.

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS `TR`

Time saving,
Job Alerts,
Advertisements

4. EMOTIONS: BEFORE / AFTER `EM`

BEFORE:
Stressed, Confusing application process.
AFTER:
Quick result, up to date information.

10. YOUR SOLUTION `SL`

To develop an application that helps users to overcome their difficulty to search for jobs.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
Applying job,
Live tracking of application status.

8.2 OFFLINE
Final round of Interview process,
Details Validation.

Extract online & offline CH of BE

AMALTAMA