

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Who is your customer?

Our project primarily serves the following customers:

1. Job seekers.

2. Recruiters.

CS

6. CUSTOMER
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.

CC

5. AVAILABLE SOLUTIONS
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

AS

2. JOBS-TO-BE-DONE / PROBLEMS
What jobs-to-be-done (or problems) do you address for your customers?There could be more than one; explore different sides.

J&P

9. PROBLEM ROOT CAUSE
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.

RC

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)

BE

3. TRIGGERS
What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.

TR

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

SL

8. CHANNELS of BEHAVIOUR
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 #7and use them for customer development.

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

CH

4. EMOTIONS: BEFORE / AFTER
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.

EM

1. Create a platform to help with job searching.

A platform that makes it easier to find people with the necessary skills.

Simplify the job-filtering process.

Profile with secure personal information

1. Misuse of personal information is a concern

Unreliable connections are a concern

Lack of product knowledge

Fraudulent Activity

A time-consuming process

Too many choices