1. CUSTOMER SEGMENT(S) — CS

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

This is used by freshers and experienced candidates who are seeking for job opportunities

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.

Lack of skills on specific technology,number years of experience and location for the job posted

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

Professional platforms like linkedin,job portals like Naukri are the currently available solutions

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.

Segregation of candidate profile based on years of experience,qualification,skills and industry. Candidate should be notified regularly on new job opportunities

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.

There are many openings for multiple job postings but candidates are not aware of it and seeking for job opportunities

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)

Regularly update their job profiles,create job alerts based on the requirements

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

Now a days candidates are upskilling themselves in new technologies and seeking new opportunities based on their skills

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?

Before it was difficult to apply jobs in every companies career portal but now its easy for candidates to apply all the jobs in one place

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.

So our solution is to make skill and job reccomender system using cloud platform which is affordable and user friendly for the freshers and experienced candidates

8. CHANNELS of BEHAVIOUR — CH

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

Posting a 2min introduction,updating the resume,taking the technical skill quiz provided by the platform

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Proactively looks for the calls from the recruiters

Identify strong TR & EM | **Extract online & offline CH of BE**

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