Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

1. JOB SEEKERS
2. RECRUITERS

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.

1. Unreliable connections are a problem.
2. the wrongful use of private data;
3. a lengthy procedure
4. Insufficient product expertise

Explore AS, differentiate

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

There are numerous internet platforms where job seekers can find solutions, and they can also immediately enter any organization.

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.

This platform will be helpful for someone looking for a job.
to help both job seekers and employers locate qualified candidates people as opposed to employing someone who is ignorant of that specific expertise.
streamlining the hiring process

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.

Even though our country produces a large number of engineers each year, many people have trouble finding jobs that match their credentials. This makes it easier for people to find the jobs they want.

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

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)

Users must register and submit the data we requested during registration, including their technical skills, interests, and so on. It will help employers comprehend freshman better.

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.

Many people are looking for roles that fit their skill set to aid in their entry into an organization.

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.

Before ack of awareness of a job opening no suitable venue to display one's skills
After User receives notifications of open positions simple hiring procedure

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.

We are creating a skill-based job platform where individuals may locate employment based on their current skills. People can communicate with coworkers, broaden their network, and get the job they want thanks to it.

Extract online & offline CH of BE

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Customers will use websites like ours to hunt for jobs.

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

Customers can look for jobs through adverts and recommendations.

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