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

 $\mathbf{CH}$ 

Define

CS, fit into

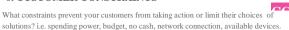
# 1. CUSTOMER SEGMENT(S)

CS

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

Job seekers of 21 y.o or more

# 6. CUSTOMER CONSTRAINTS



Network connection , available devices

### 5. AVAILABLE SOLUTIONS



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

Job seekers would tire themselves by searching jobs continuously due to anxiety. They should grow mutually with the people in the field of job they seek for

# 2. JOBS-TO-BE-DONE / PROBLEMS



Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

User should be provided with realtime job updates of popular companies

# 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.

Due to unemployability and the requirements of jobs are high now a days, Job seekers need a platform where they search and get the job they like

# 7. BEHAVIOUR



What does your customer do to address the problem and get the job done? i.e. direct related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

User need to find the job they aim for through websites of the company they like and the position they search for and the skills they have

# 3. TRIGGERS



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

Seeing their friends getting the jobs they like

# 10. YOUR SOLUTION

and matches customer behaviour.

the canvas, and check how much it fits reality.



If you are working on an existing business, write down your current solution first, fill in

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

### 8.2 OFFLINE

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

### 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.

User would be stressed due to searching jobs and unsure > positiveness , calm and composed

# User can filter the job they search for and their requirements can be met according to their inputs in the system and User may able to reach the job offers soon due to the realtime updates on the current job offers

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

# 8.1 ONLINE

8. CHANNELS of BEHAVIOUR

User need to surf internet about job offers

# 8.2 OFFLINE

Job seeker need to move from place to place in search of jobs