Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

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

- **Job seekers**
- **Recuriterrs**

6. CUSTOMER CONSTRAINTS

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.

- Network connection
- Premium Accounts
- No budget
- Devices

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

- Job Alerts/Notifications
- Newsletters for Jobs
- Filter based jobs

Explore AS, differentiate

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

- Difficulties in finding job that suits their skillset (Job Seekers)
- Hard to find a Legeit candidate for the job Designation (Recuriters)
- Insuffient Information about the Job description

9. PROBLEM ROOT CAUSE   RC

What is the real reason that this problem exists ? What is the back story behind the

- Scam
- Security issues
- Mismatch skillset
- Fake profiles
- Reliability

7. BEHAVIOUR   BE

i.e. directly related: find the right solar panel installer, calculate usage and

- Job search
- Direct Communications to Company
- Agencies

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

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.

- Reviews by existing customer
- Showcasing skillset for the job description
- Chatbot assistant helps finding an job

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 finding a Job:-

(Frustrated,Stressed,Hopeless,insecure)

After finding a job:-

(Confident,Achieved,Happy,Relief)

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.

When the Job Seeker creates an account on the platform the skillset are fetched from the user and when an job opening is posted the Reviews by existing customer, showcasing skillset for the job description, chatbot assistant skillset required is matched with the candidate profile and an alert/notification is given to the job seeker.

8. CHANNELS of BEHAVIOUR `CH`

8.1   ONLINE

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.

- Online - (Match Skillset and recommends Job, Job Search, Profile Building)
- Offline-(Face to face Interview, Depends Upon location-travel)