1. CUSTOMER SEGMENT(S)   **CS**

Who is your customer?
 Job seekers are the customers.

6. CUSTOMER CONSTRAINTS   **CC**

What constraints prevent your customers from taking action or limit their choices of solutions?
  Time,scope,cost.

5. AVAILABLE SOLUTIONS   **AS**

Which solutions are available to the customers when they face the problem

Explore AS, differentiate

Identify strong TR & EM

2. JOBS-TO-BE-DONE / PROBLEMS   **J&P**

   Customer service can be a deciding factor in whether client to buissness with accompany.

 buissn

9. PROBLEM ROOT CAUSE   **RC**

What is the real reason that this problem exits? A PROBLEM causes on the the other hand is thereason why the oproblem occuredin the first place.

i.e. customers have to do it because of the change in

7. BEHAVIOUR   **BE**

What does your customer do to address the problem and get the job done?

Focus on J&P, tap into, RC

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

3. TRIGGERS `TR`

What triggers customers to act?

A trigger is a event that causes buyer to have a clear need which usually converts into a sense of purpose and urgency in their buying process.

4. EMOTIONS: BEFORE / AFTER `EM`

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

Be sincere

Remain calm

Practice active listening.

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.

8. CHANNELS of BEHAVIOUR `CH`

Complex behavior systems in which people and company interact to accomplish individual ,company and channel goal.