

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID38709
Project Name	Project-job/skill recommender application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Problem-Solution fit canvas 2.0

Job/skill recommender application

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div> <div style="text-align: right; font-weight: bold; font-size: 0.8em;">1. CUSTOMER SEGMENT(S) CS</div> <div style="font-size: 0.8em;">Who is your customer? i.e. working parents of 0-5 y.o. kids</div> <div style="margin-top: 10px;">Recruiters who wants job suitable for their skills</div> <div style="margin-top: 10px;">Companies who seeking for freshers</div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand RC</div> <div> <div style="text-align: right; font-weight: bold; font-size: 0.8em;">6. CUSTOMER CONSTRAINTS CC</div> <div style="font-size: 0.8em;">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.</div> <div style="margin-top: 10px; text-align: center;">Easy finding for jobs. Availability of the jobs is notified to recruiters</div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand RC</div> <div> <div style="text-align: right; font-weight: bold; font-size: 0.8em;">5. AVAILABLE SOLUTIONS AS</div> <div style="font-size: 0.8em;">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</div> <div style="margin-top: 10px;">The existing application, s are only collect the details of a recruiters but doesn't notify them in a time. Our application would notify the recruiters when there is job vacant at a time</div> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div> <div> <div style="text-align: right; font-weight: bold; font-size: 0.8em;">2. JOBS-TO-BE-DONE / PROBLEMS J&P</div> <div style="font-size: 0.8em;">Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div> <div style="margin-top: 10px;">Helps the recruiter to find the job that suitable for their skills</div> <div style="margin-top: 10px;">The details of the recruiter is maintained in the data base</div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Extract online & offline CH of BE</div> <div> <div style="text-align: right; font-weight: bold; font-size: 0.8em;">9. PROBLEM ROOT CAUSE RC</div> <div style="font-size: 0.8em;">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.</div> <div style="margin-top: 10px;">Job recruitment is quite serious process because there are too many fakes that are only try obtain the recruiters for illegal things</div> <div style="margin-top: 10px;">Saving the customers detail are complicated thing because there are hackers to steal the information</div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Extract online & offline CH of BE</div> <div> <div style="text-align: right; font-weight: bold; font-size: 0.8em;">7. BEHAVIOUR BE</div> <div style="font-size: 0.8em;">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)</div> <div style="margin-top: 10px;">The customers comes and attend interview in the respected companies</div> <div style="margin-top: 10px;">Finding the available jobs that suitable for the recruiters qualifications</div> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div> <div> <div style="text-align: right; font-weight: bold; font-size: 0.8em;">3. TRIGGERS TR</div> <div style="font-size: 0.8em;">What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div> <div style="margin-top: 10px;">Job vacants are low at the same time recruiters for jobs are rapidly increase</div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Extract online & offline CH of BE</div> <div> <div style="text-align: right; font-weight: bold; font-size: 0.8em;">10. YOUR SOLUTION SL</div> <div style="font-size: 0.8em;">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.</div> <div style="margin-top: 10px;">A web based application that provide information about available jobs</div> <div style="margin-top: 10px;">If the job is not available, the customer will be notified when the job is available</div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Extract online & offline CH of BE</div> <div> <div style="text-align: right; font-weight: bold; font-size: 0.8em;">8. CHANNELS of BEHAVIOUR CH</div> <div style="font-size: 0.8em;">8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div> <div style="margin-top: 10px;">Register the information in application Making job request via the application</div> <div style="font-size: 0.8em;">8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div> <div style="margin-top: 10px;">Arranging their resume to attend the interview for a specified job</div> </div> </div>

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