

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 who are looking for job opportunity as a freshers and looking for better job than his current job.

Recruiters who are looking to hire a valuable candidates for their company.

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.Network Connectivity
- 2.Groups of information
- 3.Possibility of scams
- 4.Operating System
- 5.Subscription reduces opportunity

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

- 1.Daily Job Alerts
- 2.Hiring Workflow
- 3.Finding Best Match Candidates
- 4.segregation of job fields

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 customers? There could be more than one; explore different sides.

- 1.Premium policy in the existing solution makes the users to feel that being out of the game.
- 2.Lot of mixed set of information's makes the users to feel their search as an hindrance.
- 3.Spam is one of the flow in the existing solutions that has become more and more common in recent years.

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.

- 1.Fake profile which seeks money and people.
- 2.Personal information collected by recommends raises the risk unwanted exposure of information.
- 3.Spam messages, which range from unsuitable proposals due to a lack of research or automatically generated messages.

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)

"Job" is shorthand for what an individual really seeks to accomplish in a given circumstance.
The circumstances are more important than customer characteristics, product attributes,new technologies, or trends.

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

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.

- 1.An event that causes a buyer to have a clear need.
- 2.This might have caused you to browse the web,reading various reviews.
- 3.Time savings and Job alerts.

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:
- 1.Stressed
 - 2.Unsatisfication
- AFTER:
- 1.Quick result
 - 2.up to date information

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.

To develop an application that helps users to overcome their difficulty to search for jobs.
Overcoming the hurdles faced by the users in the existing solutions.

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:
- 1.It's all about taking care of your customers.
 - 2.Maintaining a great customer experience does more than benefits your customers.
- OFFLINE:
- 1.The offline media channels for advertising includes television ads,billboards,radio, telemarketing,pamphlets and any other kind of print media.
 - 2.Final round of interview process,Certificate verification.

Identify strong TR & EM