Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

- **College Students who are looking for internships**

- **Young Graduates who are looking for jobs**

- **Unemployed Peoples who are looking for jobs**

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.

- **College graduates have no ideas, about how many career options are available**

- **Hard to find jobs that interests them**

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

- **Most of them go for available jobs that doesn't belong to their specialization**

- **Some find jobs on LinkedIn and other similar social media platforms**

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.

- **Hard to find jobs of their interest**

- **Confused which job will suit them best**

- **Feeling low and demotivated by the society**

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.

- **Due to the increase in the number of graduates year by year there are very fewer job vacancies available for freshers**

- **People are unaware of job vacancies and available career options**

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)

- **Search for Jobs on social media**

- **When no option is available, Join Jobs that their friends are doing**

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.

- **Their Friends and Relatives got placed in top companies**

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.

- **Feeling of Lost in Career**

- **Losing Confidence in themselves**

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.

- **Updating the customer regularly with job vacancies available based on their interest and location**

- **Making them well-skilled for the trending jobs that the market need now**

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.

- **Search for jobs on social media**

- **When no option is available, Join Jobs that their friends are doing**

Identify strong TR & EM