

1. CUSTOMER SEGMENT(S)

Who is your customer?

CS

Customers are the individuals and businesses that purchase goods and services from another business. Some businesses closely monitor their customer relationship to identify ways to improve service and products.

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

CC

1. Not enough skills and knowledge.
2. I do not have entry knowledge.
3. I did not work any company for a long time.

5. AVAILABLE SOLUTIONS

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

AS

or need to get the job done? What have they tried in the past?

1. Attend the course to improve the knowledge and skills.
2. Write a exam for improving the qualification.
3. Join the internship for improving the practical knowledge for the work.

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?

J&P

Jobs to be done is a theory of consumer

Action. it describes the mechanisms that cause a consumer to adopt an innovation. The theory states that markets grow, evolve and renew whenever customers have a job to be done and then buy a product to complete.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

RC

1. I did not attend the college because of corona.
2. I did not study well so I can not get high score and get a degree.

7. BEHAVIOUR

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

BE

Make a online exam for check their quality of knowledge then we will provide online interview after that direct interview.

3. TRIGGERS

What triggers customers to act?

TR

- Leadership
- Value
- Time
- Belonging
- Competition
- Fear
- guilt

10. YOUR SOLUTION

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.

SL

Most of the job seekers does not have entry qualification so we make a online practical exam to check the quality of knowledge if he/she pass the online exam then they move to online Interview after that then move on to live interview and get their dream job.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

CH

What kind of actions do customers take online?

SEO. Search engines are considered to be the best marketing channel for acquiring new leads and traffic.

Social Media. Social media continues to grow every year as a powerhouse marketing channel

Email Marketing

<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>How do customers feel when they face a problem or a job and afterwards?</div><div>Every company faces problems but what is more important is how effectively they are putting efforts to resolve them. Solving customer service problems areas. Businesses need to more customer focused and align their services that delight customers b solving their problems effectively</div></div>		<div>Referral Marketing</div> <div>8. 2OFFLINE</div> <div>What kind of actions do customers take offline?</div> <div>Offline marketing is any advertising or promotion practice that leverages tradition offline media. This includes channels such ad television, radio, billboards, print and in-person even. More often that not, modern-day offline marketing methods are built to support or supplement online efforts</div>
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