

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div><ul style="list-style-type: none">Job RecruitersJob Seekers.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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><ul style="list-style-type: none">Vulnerable to employment scams.Personal Data Security.Lack of awareness.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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><ul style="list-style-type: none">Indeed, Naukri and CareerBuilder are some of the leading sources in the market for job opportunities. They provide timely alerts on new relevant openings, easier job searches using filters to narrow down results and offer both free and premium plans.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div><ul style="list-style-type: none">Job seekers to find their desired job.Job seekers to find the required skills to gain.Job seekers to avoid fraudulent job postings.Job recruiters to find the perfect candidates.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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><ul style="list-style-type: none">The education system is not equipping individuals with the skills required for the world.The rising population. The employability crisis occurs when the country's economic growth cannot</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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><ul style="list-style-type: none">Search and apply for job openings on job sites.Learn and gain the required skills.</div></div>	
Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div><ul style="list-style-type: none">Financial InsecurityJob Dissatisfaction • In search of better career growth</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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><ul style="list-style-type: none">Features from job seeker's resume extracted using TFIDF technique.A fake job detection ML model which verifies the job postings and removes the fraudulent ones before getting listed on the platform.Alerts issued for new job openings. • Chatbox helps in job recommendations.</div></div>	<div><div>8.CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div><div>Offline<ul style="list-style-type: none">Learn and gain the required skills.</div><div>Online<ul style="list-style-type: none">Search and apply for job openings on job sites. • Connect with recruiters on networking sites.</div></div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>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.</div><div><div>Before<ul style="list-style-type: none">Fear of Rejection • Depressed and Anxious</div><div>After<ul style="list-style-type: none">Motivated and Determined</div></div></div>			

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