1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

- The Job Seekers are the ones who are in need of jobs.

- The employers who provide jobs using our application/software.

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.

- Lack of Knowledge and skills.
- No cash and less number of available devices.
- Inconvenient Access to support.
- Improper Device Configuration.

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 note taking.

- Ease of Access and Security.
- Plenty of Suggestions.
- Chances of negative recommendations.
- Huge amount of data is neeeded.

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.

- Lack of data analytics capability.
- Inability to capture changes and updates in customer behaviour .
- Low Adaptability.
- Less Reliability.

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 Evolving and rapidly growing technologies, there is a need for the customers to learn everything.
- To overcome Unemployment and increasing employment rate.

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)

- Using Standardized Computing Techniques and boosting algorithms.

- Data and skillset is needed for proper suggestions.

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

- Compete among customers will make them triggered.
- Social media plays a major role for competitions.

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 : Customer feels that he/she is hopeless, frustrated, less concentration and negative thinking.

- After : Once they get suggestions from our application, they will be happy and they will feel that they have accomplished their goals.

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.

The proposed system consists of the following three major modules, which are completed as part of this research as follows:

- Data collection and preprocessing followed by the unification of the database.

- Recommendation of suitable results using a hybrid system of content-based and collaborative filtering.

- Development of a fully functional user interface in the form of a web application.

8. CHANNELS of BEHAVIOUR `CH`

8.1   ONLINE
What kind of actions do customers take online? Extract online channels from #7

The software/application is fully functional in online mode. It requires stable internet connection for login, data collection, evaluation and job suggestions.

8.2   OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

When there is a need for customer support or in-person interview , customer should must be there.

Identify strong TR & EM