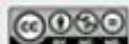


Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Job Seekers Hiring Organizations / Employers	6. CUSTOMER LIMITATIONS CL <small>E.G. BUDGET, DEVICES</small> Trust Genuineness Internet Access Smartphone	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> On and off - Campus recruitment Referrals	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> Users with deceiving information Unavailability of genuine reviews Authentication of Job Description	9. ROOT / CAUSE OF PROBLEM RC Insufficient marketing Improper knowledge on skills required Covid Outbreak	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> Applying for jobs through newspaper references Vacancy informations through websites	
Identify strong TR & EM	3. TRIGGERS TO ACT TR Mass Hiring Freshers availability	10. YOUR SOLUTION SL Create a web application which enables both employers and employees of mutual interests to communicate with each other	8. CHANNELS of BEHAVIOR CH ONLINE Post their skills Post about vacancies	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> Fear / Relief Diffident / Confidence		OFFLINE Submitting resumes in offices Newspaper ads	



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