

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

A customer is set of people, from a recruitment perspective,is defined as a group of individuals with a specific background of qualifications and experiences capable of fulfilling a particular recruitment need.

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.

Craft clear and attractive job ads,  
Boost your candidate sourcing,Build talent pipelines, Improve your recruitment efficiency,Evaluate candidateseffectively and they should be Enhance candidate experience.

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

Offering Referral Bonuses,Focusing on Employer Brand, Creating and Maintaining a Talent Pool, Centering Efforts on Generation Z, Social Media Recruitment Strategy, Implementing Onboarding Into the Recruitment Solution, Looking Into Programmatic Job Advertising Spotlighting Top Employees.

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.

Unattractive Job, Internal policies within the company, Budgetary support,Government interference,Finding the right candidates in time, Under polished candidates,Candidate competition, Technology risks of traditional search tools.

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.

This is often due to lack of understanding of real job needs. Rather than increasing compensation, the better solution might be to increase the scope of the job, or better still to just describe the real job in terms of projects, challenges, and opportunities. Often, this will be enough to minimize the need for a larger-than-normal comp increase. Top people always view the opportunity for growth in balance with compensation.

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)

The evidence behind the use of key selection and assessment tools, as well as the biases and judgementerrors that may occur on the assessor's side when usingthese tools.The candidate's experience during the recruitment process. Not only does the candidate experience affect our ability to decipher who is best, it also can have knock-on effects on an employer's brand and their ability to attract talent in the future.

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 installingsolar panels, reading about a more efficient solution in the news.

When other people installing this app other people gets triggered because it has a useful feature and given a best jobfor your talent.

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 use this app customer feels if this app given a correct recruitment or not once they used the app they feel good becauseit gives a correct Recruitment process they may be any laggingbut other wise it provide a correct information.

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Recruitment is the process of actively seeking out, finding and hiring candidates for a specific position or job. The recruitment definition includes the entire hiring process, from inception to the individual recruit's integration into the company.If ther is any issues is faced the app provide and give a complete solution and solve the problems.

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 #7and use them for customer development.

Online: Linkedin, Facebook, carrer portal, websitesetc

Offline: Physical events and fairs organized by universities or corporate agencies enable recruiters to meet potential candidates face-to-face.

Identify strong TR & EM