

PROBLEM SOLUTION FIT

Problem-Solution Fit canvas		Purpose / Vision	Version:
Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Job Seekers.	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> Need to provide right skillsets and bios.	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> On the job recommendation system it can also available for providing an solution location based services.
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> There could be more than one, explore different sides. Having lots of skills but wondering which job will best suit you?	9. PROBLEM ROOT / CAUSE RC Decision fatigue on choosing the right job based upon their skillsets.	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> Directly: They attend face-face interviews and more. Indirectly: They can choosing by online services.
Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR Having an trouble in decision making. That which job will suitable for a right qualification.	10. YOUR SOLUTION SL Creating an Attractive end-to-end web application capable of displaying the current job openings based on the user skillset.	8. CHANNELS of BEHAVIOR CH ONLINE Using auto recommender web application to get the job.
	4. EMOTIONS EM <small>BEFORE / AFTER</small> Before: Anxiety about future, struggling in decision making for the right job. After: Picking right job by the Recommender.		OFFLINE Using web application offline services to get right job.
Identify strong TR & EM			Extract online & offline CH of BE