PROJECT DESIGN PHASE - I

Problem Solution Fit

Problem-Solution fit canvas 2.0 — Skill/Job Recommender application — Team ID - PNT2022TMID42515

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?

The main customers for our project are:

- Persons who are seeking employment
- Persons that recruit job candidates

6. CUSTOMER CONSTRAINTS — CC
What constraints prevent your customers from taking action or limit their choices of solutions?

- Concern about misuse of personal information
- Worry about unreliable connections
- Inadequate product knowledge
- Potential Scam
- Time consuming

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?

Pros	Cons
Promotion of people's skillset	Delivering false information
Marketing of company infrastructure	Occurrence of fraudulent activity
Cultivate commercial relationship	Intense competition

Explore AS, differentiate

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.

- Create a platform to facilitate job searching
- A platform to make it simpler to identify people with the necessary skills
- Make the job-filtering process simpler
- Profile with safe personal data

Focus on J&P, tap into

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.

- Jobs that are listed on unreliable platforms maybe fraudulent
- Companies fail to disclose their true infrastructure
- Some job portals want payment in advance of the job starting.
- Users post false credentials
- Users pretend to have expertise in a skillset they lack

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)

- When Users apply for fraudulent jobs, they get unhappy due to wasted time
- Users were not satisfied when platforms allowed hirers to post jobs that were not real
- Cheating during online recruitment process
- When candidates with inadequate qualifications apply for a position, employers become irritated.

Focus on J&P, tap int C

3. TRIGGERS — TR
What triggers customers to act? i.e., seeing their neighbors installing solar panels, reading about a more efficient solution in the news.

- Job Alerts

4. EMOTIONS: BEFORE / AFTER — EM
How do customers feel when they face a problem or a job and afterwards?

Emotions-Before	Emotions-After
Lack of knowledge about job vacancy.	User receive updates on job vacancies.
No proper platform to showcase skillset	Exhibit skillset in profile
More paperwork during recruitment	Easy recruitment process

Identify strong TR & EM

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.

To develop an end-to-end web application which in default have a lot of current job openings through job search API out of which appropriate job will be recommended based on user skill set. At the same time students can develop their skills side by side with various courses and webinars offered by reputed organization. In addition to this a smart chat bot will be available for 24*7 which can help users in finding the right job.

8. CHANNELS OF BEHAVIOUR — CH

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

- Apply for jobs
- Review job applications Attend initial level assessment

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

- Final level interview
- Checkout location and infrastructure of company
- Finalize paperwork

Extract online & offline CH of BE

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