

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

6. CUSTOMER CONSTRAINTS
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.

CC

5. AVAILABLE SOLUTIONS
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

AS

Explore AS, differentiate

1.Graduate students
2.working professionals
3.job seekers with various qualifications

1.Confidence
2.Premium section
3.Spam job alerts

Pros
1.Cultivate commercial relationship
2.Having filters

Cons
1.Having high competition
2.fraudulent acitivity

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

J&P

9. PROBLEM ROOT CAUSE
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.

RC

7. BEHAVIOUR
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)

BE

Focus on J&P, tap into BE, understand RC

1.Searching is to be made simple
2.Spam is to be reduced
3.The data wants to be stored securely

There are various spam and fake job posting in the existing things the filters help the customers to easily navigate

Customer get their job done by accessing various platform and consulting firms.

Identify strong TR & EM

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

TR

10. YOUR SOLUTION
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.

SL

8.CHANNELS of BEHAVIOUR
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 #7 and use them for customer development.

CH

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER
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.

EM

Before
1.No awareness about jobs
2.Applying for all jobs they get

After
1.Aware about the jobs
2.getting alerts about the jobs
3.more confident about getting a job

To give a end to end solution from applying a job to getting a job and give the API and lot of filters to get desired result and remove the spam jobs.

Online
1.Search for job
2.Update the resume
3.apply for job

Offline
1.Visit the company
2.Go for interview