

| | | | | |
|--|---|--|--|----------------------------|
| Define CS, fit into (| <div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>CS</div><div>A Job seeker</div></div> | <div><div>6. CUSTOMER CONSTRAINTS</div><div>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.</div><div>CC</div><div>Having skills but finding it hard to choose a job.</div></div> | <div><div>5. AVAILABLE SOLUTIONS</div><div>Which solutions are available to the customers when they face the problem</div><div>AS</div><div>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</div><div>Job list that are not relevant. Lack of information. So they apply for the job to prevent from being unemployed</div></div> | Explore AS, differ |
| | <div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one: explore different sides.</div><div>J&P</div><div>Hard to find a job that matched your profile.</div></div> | <div><div>9. PROBLEM ROOT CAUSE</div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job?</div><div>RC</div><div>Not able to find the suitable job that fits their skills.</div></div> | <div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job</div><div>BE</div><div>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)</div><div>Find the best web platform. Contact companies for job.</div></div> | |
| Focus on J&P, tap into BE, understand RC | <div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>TR</div><div>Others getting a job they need. Recommend for the job, advertise.</div></div> | <div><div>10. YOUR SOLUTION</div><div>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.</div><div>SL</div><div>We have come up with a skill recommender solution through which the fresher or the skilled person can log in and find the jobs in the job marked that is listed based on their profile.</div></div> | | Focus on BE, understand RC |
| | <div><div>4. EMOTIONS: BEFORE / AFTER</div><div>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.</div><div>EM</div><div>They felt frustrated and lose hope since they are don't find a perfect job and are unemployed. After they find a perfect job opening they feel satisfied.</div></div> | <div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>CH</div><div>Online : They surf over internet and contact the company through their site. Offline : Go to companies making them tired.</div></div> | | |