

Project Design Phase-I Problem - Solution Fit Template

Team ID	PNT2022TMID46607
Date	17 NOV 2022
Project Name	Job Recommender Application
Maximum Marks	2 Marks

Problem - Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messages.
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- **Understand the existing situation in order to improve it for your target group.**

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <ul style="list-style-type: none"> Job Seeker Job Recommender 	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> Lack of awareness about a job Openings. Personal data security. Vulnerable to employment scams 	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none"> Linked in, indeed, and Naukri are some of the leading sources for job opportunities. They intimate user (Job seeker) with a notification about a recent Job Openings based on their skillset. Premium user will get more features including learning resources, etc.. 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <p>Job Seeker:</p> <ul style="list-style-type: none"> Finding desired job is not an easy task. They need to gain knowledge before applying a particular job. They should Be aware of fraudulent job post. <p>Job Recruiter:</p> <ul style="list-style-type: none"> They need to find a skilled candidate for her company. The hiring process takes so much time to complete. Filtering candidates is difficult. 	9. PROBLEM ROOT CAUSE <ul style="list-style-type: none"> Increasing in population as well as increasing in graduates on particular domain leads to Job Crisis. The education system does not fulfil and focus on individual person skill development. 	7. BEHAVIOUR <ul style="list-style-type: none"> Learn and see more about a Job Openings in job posting website. Develop and improve her knowledge. Connect with recruiters on Linked in platform and maintain a friendly connection with people. 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS <ul style="list-style-type: none"> Financial Problem Societal pressure Dissatisfaction of Job Finds a better way to improve her knowledge as well as career growth. 4. EMOTIONS: <p>BEFORE</p> <ul style="list-style-type: none"> Sad, depressed, and low confidence. Fear of Rejection before attending any hiring process. <p>AFTER</p> <ul style="list-style-type: none"> Highly Motivated Gained confidence to do any task. 	10. YOUR SOLUTION <ul style="list-style-type: none"> A Fake Job Offer is detected and removed automatically. Recommend a skill to job seeker for a particular Job Openings. A notification will be Send via email regarding job openings. Learning resources will be provided, then it will improve the user knowledge and skills. 	8. CHANNELS of BEHAVIOUR <p>ONLINE:</p> <ul style="list-style-type: none"> Apply and maintain a connection with recruiters. Also search about job openings. <p>OFFLINE</p> <ul style="list-style-type: none"> Learn and gain the required skills in open Source platform as well as in our Job Website. 	Extract online & offline CH of BE