PAINstorming: Develop a detailed summary of the user's situation

Persona

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Who or what are we innovating for?

Write the name and brief description of the persona

Name & Brief Description: David, 24, a recent university graduate strugglingto find
employment in his field despite skills and qualifications.
Responsibilities / Goals / Critical Tasks:
Submit CVs to employers.
Attend interviews and networking events.
Gain practical experience.
Upskill with certifications.

What is the situation we're considering?

Finished university but there are limited job opportunities in their field.
Employers prefer experienced candidates; internships are scarce.
Curriculum doesn't fully prepare for job market requirements.

Activities

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What needs to be accomplished? *What do they do to achieve this, why, and to what ends?*

Sending CVs online and physically.
Attending career fairs, workshops, and webinars.

What led this persona to this activity?

Finished university but there are limited job opportunities in their field.
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Insights

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What are the processes, tools, or activities they unnecessarily do or invented to "work around" the way things are "supposed" to be done?

Applying for unrelated jobs just to get experience.
Paying for training programs or events out-of-pocket.

What are they trying to work around and why is it that way?

Trying to overcome:
Lack of job openings.
High competition for few positions

Market saturated with graduates.
Hiring practices favor connections or experience.

Needs

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Imagine a day in the life of this Persona: What are the activity or role-specific pain points? *What is challenging, risky, or prevents the activity from getting done?*

What pain points span activities, roles, or more?
Difficulty finding relevant job openings.
Interviews without feedback.
Employers expect experience they don't have.
Financial stress due to lack of income.

What previous conditions have enabled or created today's pain points?

Overemphasis on academic theory over practical skills in universities.
Limited government programs for graduate employment.
Lack of exposure to entrepreneurship and freelancing skills.