

YB - Motivational Modelling

Who	Do	Be	Feel
Student	Login/register	Secure	Assured
	Upload/view content	Intuitive	Engaged
	Connect with peers	Useful	Engaged
	View information feed of network	Reliable	Enriched
	Instant chat with others	Efficient	Interactive
Employer	Search for applicants' profile	Flexible	Enriched
	View applicant's uploaded content	Up-to-date	Impressed

