



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Waste of
time

Is this
Relevant

Not suitable
for my skills

Feels
Lazy to
Search

Expects better
Recommendations

Satisfied

Is this
company
Genuine

Doubtful

Takes a
long time

Needs more
recommendations

Compare
recommendations

Browse
Other
Websites

Applies
Filters

Irrelevant
recommendations

What Do
Others
think ?

Applies for
the Job

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

I was
expecting
something
Different

Which
company
to Apply
First?

I did not get any
Recommendations

Reads this
company's
Profile

Searches
the
Websites

Browses the
Recommendations

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

Needs
relevant
recommendations

Needs more
recommendations

Needs
reliable
results

GAIN

"wants" / needs
measures of success
obstacles

Relevant
recommendations

Reduces
time of job
search

Increases
chances of job
opportunities