

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none">• Person who are seeking for the employment• Person who recruit job candidates	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">• Inadequate of product knowledge• Concern about misuse of personal information	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none">• Promotion of people skillset• Cultivate commercial relationship	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">• Create a platform to facilitate job searching• Make the job-filtering process simpler	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none">• Some job portals want payment in advance of the job starting• Users post false credentials	7. BEHAVIOUR BE <ul style="list-style-type: none">• Problem : It is hard to enter all the basic details in the required column• Solution : By parsing the user resume automatically to get all the details	Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

Push Notification

4. EMOTIONS: BEFORE / AFTER

EM

Before	After
More paperwork	Easy Process
No Proper Platform	Skillset platform

10. YOUR SOLUTION

SL

Created a web platform for the students and recruiters. The system will analyze the resume spontaneously and fill in the requisite data for the students who need to upload their resumes. They get personalized job recommendations based on their skills.

8. CHANNELS of BEHAVIOUR

CH

- Apply for jobs
- Initial Level of Assessment