

Focus on J&P, tap into BE, understand RC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Freshers who are looking for entry level positions Experienced but unemployed people looking for a job Those looking to change career tracks 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Lack of awareness about a job opening Network connectivity issues that might hinder their access to the website Difficulty in distinguishing between real and fake job openings Security of personal data that they are providing 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Prior to digitalization, TV advertisements and newspaper columns were used Currently, websites like LinkedIn, GlassDoor, Indeed, etc enable job seekers to find openings
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> User provided with real time updates regarding openings at relevant companies Chatbot assistance for easier navigation Awareness about fraudulent job postings 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Increased population and hence increased competition for limited job openings Improper curriculum in universities in order to properly assist freshers in the job market Lack of awareness of job openings by deserving candidates 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Develop and improve industry required skills Search for jobs based on requirements Network with recruiters for possible openings
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Financial Problems Societal Pressure Job dissatisfaction 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Filter jobs according to requirements Providing resources for hot-skills in the industry Alerts sent to users regarding job openings Chatbot assistance for easier navigation of the application Prevent fake job postings in the application 	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE</p> <ul style="list-style-type: none"> Search for job openings Apply and keep track of applications <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> Improve relevant skills by means of learning platform resources provided in the application Prepare for and attend in-person interviews

	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>BEFORE</div> <ul style="list-style-type: none">● Low self esteem● Pressurized from society● Fear of rejection <div>AFTER</div> <ul style="list-style-type: none">● Connected to the society● Positivity in life● Reverence of smartness			
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