

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

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

GAIN

"wants" / needs
measures of success
obstacles

Searching
recommendation
should accurate

They have
idea about
the skills

what is best
for me

User
friendly
experience

User
Satisfaction

Increase in
confidence
in getting a
job

Feels like
easy to get
a job

Suggest a job for
a person same
skill which was
required for a
company

List pros/
cons

Update
your
resume
and skills

Search and
apply for
the jobs

Jobs
relevant to
their skills

24x7
service
including
chatbot

Availability
of job

Listing of
various Job
Profiles

More
research

Compare
with
similar
application

rapid

Promotes
the app in
social
media

They do
every
possible
ways to get a
job

Ask for free
trail

Does my skill
set match the
job
requirement ?

Recommended
Issues

User
Interface
Complex

No
opportunity
for their
relevant skills

Better Search
optimization

Easy to get
jobs

Search based
on
relevant skills

Rubust
Application

Maintaining
and update
the app