Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `C`

- FRESHERS
- UNEMPLOYED
- JOB SEEKER
- JOB HOPPER

6. CUSTOMER CONSTRAINTS

- NOT MANY RELIABLE SOURCES
- NOT MUCH INVOLVEMENT OF THE APPLICATION WITH THE COMPANIES

5. AVAILABLE SOLUTIONS

VARIOUS WEBSITES LIKE NAUKRI AND GLASSDOOR ARE AVAILABLE BUT NAUKRI DOESN'T TAKE IN SKILLS AND GLASSDOOR DOESN'T INTERACT WITH THE COMPANIES

Explore AS, differentia

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

- GIVING MORE IMPORTANCE TO THE SKILLS THE USER ALREADY HAS
- FOCUSING ON PROVIDING THE JOBS SUITABLE FOR THE USER

9. PROBLEM ROOT CAUSE   `RC`

LACK OF UNDERSTANDING BETWEEN WHAT THE USER WANT AND WHAT THE COMPANY NEEDS

7. BEHAVIOUR   `BE`

THEY SEARCH FOR VARIOUS WEBSITES AND APPLICATION TO SUIT THEIR NEEDS AND MAY END UP WITH UNWANTED PROBLEMS SUCH AS VIRUSES

Focus on J&P, tap into BE, understand RC

3. TRIGGERS   `TR`

SEEING PEERS AND COLLEGUES GET JOBS IN COMPANIES WHICH THEY WANT OR PREFER.

10. YOUR SOLUTION   `SL`

THE USER WILL HAVE TO INPUT THEIR SKILLS INTO THE DATABSE , THE DATABSE WILL THEN MATCH THE SKILLS ACCORDING TO THE MARKS PROVIDED BY THE COMPANY AND THE MOST NEEDED SKILLS

8. CHANNELS of BEHAVIOUR   `CH`

8.1 ONLINE

THEY SEARCH FOR VARIOUS WEBSITES AND APPLICATION TO SUIT THEIR NEEDS AND MAY END UP WITH UNWANTED PROBLEMS SUCH AS VIRUSES

4. EMOTIONS: BEFORE / AFTER `EM`

BEFORE: THEY FEEL FRUSTRATED AND HELPLESS AS IT IS DIFFICULT TO FIND A COMPANY THAT FITS YOUR NEEDS UNLESS ITS DONE THROUGH NETWORKING

AFTER: USING OUR WEBSITE APPLICATION HELPS IN FINDING THE JOBS WHICH SEARCH FOR THE SKILLS THE USER SPECIALISES IN

AFTER GRADING THE USER WILL BE SHOWN IF THEY ARE ELIGIBLE FOR SELCTING A COMPANY AND IF THEY SHOULD APPLY FOR IT THROUGH THE CHATBOX .SUPPOSE THE USERS SKILLS ARE NOT UP TO THE MARK THEY WILL BE PROVIDED WITH LINKS AND PAGES TO INCREASE THEIR SKILLS ALL DONE WITH THE HELP OF THE CHATBOX WHICH KEEPS THE USER TO INTERACT WITH THE APPLICATION FIRST. IF A USER IS SHOWN TO BE HIGHLY CAPABLE THE WEBSITE WILL REACH OUT TO THE COMPANY TO INFORM THEM OF THE USER

8.2 OFFLINE

THEY SEARCH FOR JOBS AVAILABLE THROUGH NEWSPAPERS AND ASK AROUND FROM FAMILY AND FRIENDS