

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

CS

Our project primarily serves the following customers:

1. User who need to apply for job.
2. Recruiters.

## 6. CUSTOMER CONSTRAINTS

CC

1. Misuse of personal information is a concern
2. Can view the details of what the recruiter Added in the job description
3. Proper understanding about Application.
4. Fraudulent Activity
5. A time-consuming process

## 5. AVAILABLE SOLUTIONS

AS

Pros	Cons
Scalable to a large number of users	Domain expertise is required
Infrastructural marketing	Fraudulent Activity
Maintain and cultivate commercial relationships	Time-consuming

Explore AS, differentiate

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

## 2. JOBS-TO-BE-DONE / PROBLEMS

J&P

1. Create a platform to help with job searching.
2. A platform used to identify the specific necessary skills in users.
3. Simplify the job-filtering process.
4. Profile with secure personal information
5. Most of the jobs are not real.

## 9. PROBLEM ROOT CAUSE

RC

1. Users cannot get correct response from application.
2. Companies do not reveal their true infrastructure.
3. Some job boards require payment in advance of the job beginning.
4. Users post fictitious credentials.
5. Network issues

## 7. BEHAVIOUR

1. Users cannot give the actual infrastructure of organization.
2. Users save lot of time for registration.
3. Cheating during the online hiring process
4. User Friendly.

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

Identify strong TR & EM

## 3. TRIGGERS

TR

- Employment opportunities
- Branding
- Endorsement and connections
- Get job alerts

## 4. EMOTIONS: BEFORE / AFTER

EM

Emotions-Before	Emotions-After
Lack of knowledge about job vacancy.	User receive updates on job vacancies.
No proper platform to showcase skillset	Exhibit skillset in profile
More paperwork during recruitment	Easy recruitment process

## 10. YOUR SOLUTION

SL

To develop an end-to-end web application that by default have a lot of current job openings through job search API out of which the right job will be recommended based on user skill set. At the same time, students can develop their skills side by side with various courses and webinars offered by the reputed organization. In addition, a smart chatbot will be available 24\*7 which can help users find the right job. Using the job search API, users can also search for customized jobs such as Government Jobs, Women Only Jobs, Jobs based on Communities, etc.

## 8. CHANNELS of BEHAVIOUR

CH

### 8.1 ONLINE

1. Job applications
2. Examine job applications and attend the initial level assessment

### 8.2 OFFLINE

1. Interview at the highest level
2. Examine the company's location and infrastructure.
3. Complete paperwork

Extract online & offline CH of BE