

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>The customer is a person who is seeking job that can satisfy his/her job expectations like job satisfaction, salary, job role etc.,</p> <p>The customer can be either a fresher or a working professional seeking for a job based on their skill-set</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>The customer tends to find difficulties in filling out his/her profile details completely due to some reasons.</p> <p>The customer might also worry about the identity theft.</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>Before applying for a job we should develop the required skillsets which is one of the major problems that candidates find. The resume must be filled with appropriate details that should be appealing to the employers.</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>The problems to address with the customers include identity theft which results due to sharing of personal information in the portal. Many customers are hesitant to hand over personal information, especially given several high-profile cases of customer data leaks in recent years. However, without this customer data, the recommendation engine cannot function effectively. Therefore, building trust between the business and customers is key.</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>To choose a career that will be good fit for the customer is the major problem.</p> <p>Finding a career that best suits the customer takes time and a career might likely shift throughout one's working life.</p>	<p>7. BEHAVIOUR BE</p> <p>The profile needs to be appealing to the employers and prospective recruiters. The profile must be kept up to date. To be comprehensive about current skills and objectives is necessary. These measures can help the customer to address the problem and get the job done.</p>	Focus on J&P, tap into BE, understand RC
	<p>3. TRIGGERS TR</p> <p>Unemployment is the main factor that triggers the customers to go for job-recommendation application</p>	<p>10. YOUR SOLUTION SL</p> <p>The recruitment technology aims to help users in finding items that match their personal interests. These platforms can</p>	<p>8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE</p> <p>Through online they can look into different jobs and get a suitable job according to their requirements</p>	

Identify strong TR & EM	<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Before: The customer feels less confident to approach the employers through the application and might feel dejected on rejection.</p> <p>After: The customer works hard to sustain in his job.</p>	<p>decrease the recruitment time and advertisement cost.</p> <p>The customers can achieve their primary goal of getting placed in a job role that can satisfy their job requirements like salary, autonomy, work-life balance, flexibility, career growth etc.,</p>	<p>8.2 OFFLINE</p> <p>In offline they can prepare their portfolio to upload it in our application.</p>	Identify strong TR & EM
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