1. CUSTOMER SEGMENT(S) `CS`

- Job Seekers.
- Job Recruiters.

6. CUSTOMER CONSTRAINTS `CC`

- Lack of awareness.
- Vulnerable to employment scams.
- Personal Data Security.

5. AVAILABLE SOLUTIONS `AS`

Indeed, Naukri and CareerBuilder are some of the leading sources in the market for job opportunities. They provide timely alerts on new relevant openings, easier job searches using filters to narrow down results and offer both free and premium plans. However, issues such as profile data insecurity and spam recommendations persist.

Define CS, fit into CC

Explore AS, differentiate

2. PROBLEMS `J&P`

- Job seekers to find their desired job.
- Job seekers to find the required skills to gain.
- Job seekers to avoid fraudulent job postings.
- Job recruiters to find the perfect candidates.

9. PROBLEM ROOT CAUSE `RC`

- The education system is not equipping individuals with the skills required for the world.
- The rising population. The employability crisis occurs when the country's economic growth cannot keep up with the population growth.

7. BEHAVIOUR `BE`

- Search and apply for job openings on job sites.
- Connect with recruiters on networking sites.
- Learn and gain the required skills.

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

3. TRIGGERS

- Societal Pressure
- Financial Insecurity
- Job Dissatisfaction
- In search of better career growth

4. EMOTIONS: BEFORE / AFTER

BEFORE
- Fear of Rejection
- Depressed and Anxious

AFTER
- Motivated and Determined

Identify strong Triggers & Emotions

10. YOUR SOLUTION

- Features from job seeker's resume extracted using TF-IDF technique. Collaborative Filtering is used to provide job recommendations based on skills and skills recommendations based on their job interests to job seekers.

- A fake job detection ML model which verifies the job postings and removes the fraudulent ones before getting listed on the platform.

- Alerts issued for new job openings.

- Chatbot to provide job recommendations.

8. CHANNELS OF BEHAVIOUR

8.1 ONLINE
- Search and apply for job openings on job sites.
- Connect with recruiters on networking sites.

8.2 OFFLINE
- Learn and gain the required skills.

Extract online & offline Channels of BE