

PROJECT DESIGN PHASE – 1

PROBLEM SOLUTION FIT

Date	15 October 2022
Team ID	PNT2022TMID09785
Project Name	SKILL/JOB RECOMMENDER APPLICATION
Maximum Marks	2 Marks

Problem-Solution fit		Skill/Job Recommender		Team ID - PNT2022TMID09785								
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 yrs kids. The main customers for our project are : <ul style="list-style-type: none"> Persons who are seeking employment Persons that recruit job candidates 	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. <ul style="list-style-type: none"> Concern about misuse of personal information Worry about unreliable connections Inadequate product knowledge Potential Scam Time consuming 	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital networking. <table border="1"> <thead> <tr> <th>Pros</th> <th>Cons</th> </tr> </thead> <tbody> <tr> <td>Promotion of people's skillset</td> <td>Delivering false information</td> </tr> <tr> <td>Marketing of company infrastructure</td> <td>Occurrence of fraudulent activity</td> </tr> <tr> <td>Cultivate commercial relationship</td> <td>Intense competition</td> </tr> </tbody> </table>	Pros	Cons	Promotion of people's skillset	Delivering false information	Marketing of company infrastructure	Occurrence of fraudulent activity	Cultivate commercial relationship	Intense competition	Explore AS, differentiate
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2. JOBS-TO-BE-DONE/ PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides. <ul style="list-style-type: none"> Create a platform to facilitate job searching A platform to make it simpler to identify people with the necessary skills Make the job-filtering process simpler Profile with safe personal data 												
Focus on J&P, tap into	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. <ul style="list-style-type: none"> Employment opportunities Endorsement and connections Branding Get job alerts 	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. <ul style="list-style-type: none"> Jobs that are listed on unreliable platforms may be fraudulent Companies fail to disclose their true infrastructure Some job portals want payment in advance of the job starting. Users post false credentials Users pretend to have expertise in a skillset they lack 	7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work. (i.e. Greenpeace) <ul style="list-style-type: none"> When Users apply for fraudulent jobs, they get unhappy due to wasted time Users were not satisfied when platforms allowed hirers to post jobs that were not real Cheating during online recruitment process When candidates with inadequate qualifications apply for a position, employers become irritated. 	Focus on J&P, tap into								
	4. EMOTIONS: BEFORE/ AFTER How do customers feel when they face a problem or a job and afterwards? <table border="1"> <thead> <tr> <th>Emotions-Before</th> <th>Emotions-After</th> </tr> </thead> <tbody> <tr> <td>Lack of knowledge about job vacancy.</td> <td>User receive updates on job vacancies.</td> </tr> <tr> <td>No proper platform to showcase skillset</td> <td>Exhibit skillset in profile.</td> </tr> <tr> <td>More paperwork during recruitment</td> <td>Easy recruitment process</td> </tr> </tbody> </table>				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
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Identify strong TR & EM	10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. <p>To develop an end-to-end web application which in default have a lot of current job openings through job search API out of which appropriate 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 reputed organization. In addition to this a smart chat bot will be available for 24*7 which can help users in finding the right job.</p>	8. CHANNELS OF BEHAVIOUR <ol style="list-style-type: none"> ONLINE What kind of actions do customers take online? Extract online channels from #7 <ul style="list-style-type: none"> Apply for jobs Review job applications Attend initial level assessment OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. <ul style="list-style-type: none"> Final level interview Checkout location and infrastructure of company Finalize paperwork 	Extract online & offline CH of BE									
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