

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>1) Unemployed people 2) College graduates/freshers</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>Basic requirements like internet connectivity, laptop is necessary for proper functioning of the website</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>Earlier TV advertisements, newspaper columns were used to find jobs. Due to the growing digital world job recommender websites are used.</div></div>	Explore AS, differentiate	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><div>Create a job recommender website with an inbuilt chatbot assistance</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>Most people aren't aware of their true potential and also the jobs available in the market / websites</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>The users first try to analyse their potential and search for jobs based on their requirements on websites/newspapers/advertisements</div></div>		Focus on J&P, tap into BE, understand RC
	<div>3. TRIGGERS<div>TR</div><div>Seeing other get a job or have a definite plan for their career ahead</div></div> <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>They will be satisfied with the services and have a higher possibility of getting a job offer</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>To build a platform that helps freshers and under graduates to get a job or get placed based n the skill sets they possess. Jot down a solution list and keep updating it until the solution seems feasible and realistic to implement</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>ONLINE : Able to navigate a suitable job based on their skill sets and requirements.  OFFLINE : Attend interviews on-site and try and get a job</div></div>		
Identify strong TR & EM					