

THINK & FEEL?

what does (s)he
What really counts
Major preoccupations
Worries & aspirations

worth to
spend time
for searching
job

Easily identify my
skills and related
jobs

Jobs alerts and
follow updates
for notification

SEE?

Environment
Friends
What the market offers

Discover jobs
by top
companies

Get
contacted
by top
recruiters

Get interview
tips and
career
advices

SAY & DO?

what does (s)he
Attitude in public
Appearance
Behaviour towards others

Seek help
from
chatbot

Opportunities for
growth

Explore
more jobs

Recommend
this app to
friends and
family

New jobs
are on
board all the
time

HEAR?

what does (s)he
What friends say
What the boss says
What influencers say

People to
achieve their
own dreams

Easy and fast
way to
identify our
skills

Best and
free career
app

PAINS

fears
frustrations
obstacles

Going through
tons of job
advertisement

Confusions in
knowing his/
her skills

Applying
for
irrelavant
jobs

GAINS

“wants”/needs
measures of success
obstacles

Able to
identify the
jobs related
to him/her

Relief from
confusion

Able to
identify his/
her skills