

**1. CUSTOMER SEGMENT(S)**

CS

1. Students who are looking forward for internships to improve their skills.
2. Freshers who have no experience but have skills and are seeking for a job
3. Experienced people who are looking forward to upgrade them professionally
4. Professionals who are expecting work from home
5. Technical and non-technical job seekers

**6. CUSTOMER CONSTRAINT**

CC

1. To visit on-site each time in search of job
2. Need to search different website each time they need to apply a job
3. Manually filtering the job based on their skill-set
4. Need to find the relevant job

**5. AVAILABLE SOLUTION**

AS

1. Breezy is a cloud based recruiting and applicant tracking platform for small and mid-size businesses
2. Bootstrap is used to create a branded career sight and distribute listings to over 50 job boards
3. Go-hire is an all in one talent hiring platform that includes features to help advertise openings , attract applicants and make informed hiring decisions

**2. JOBS-TO-BE-DONE / PROBLEMS**

J&amp;P

1. People want to know about all the job openings at their own pace
2. Need for a one stop destination where all kind of jobs can be found
3. Alert mechanism to not miss any appropriate job openings

**9. PROBLEM ROOT CAUSE**

RC

1. They need to visit each and every company in person every time
2. Online websites available are specific for each company and consumes time
3. Other applications available are complex for the user to handle
4. Missing valuable opportunities due to lack of time management

**7. BEHAVIOUR**

BE

1. People use different websites to access different resources which consumes time and are manually required to check the compatibility of their skills and job description
2. Job seekers were forced to constantly use their mobile to check the new job postings

<p><b>3. TRIGGER</b></p> <ol style="list-style-type: none"> <li>1. People want a one stop destination where they can find all the job listings available</li> <li>2. People want a easy search engine that will make things easier to find the compatibility of their skills and the job description</li> </ol>	<p><b>10. YOUR SOLUTION</b> <b>SL</b></p> <ol style="list-style-type: none"> <li>1. End-to-end application capable of displaying the current job openings based on the user skillset whose data are stored in database</li> <li>2. An alert is sent when there is an opening based on the user skillset</li> <li>3. Users can interact with the chatbox and get recommendations based on their skillset.</li> </ol>	<p><b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b></p> <ol style="list-style-type: none"> <li>1. Advertise online with influencers</li> <li>2. Make a tie-up with top recruiters</li> <li>3. Officially taking over high educational institutions placements</li> <li>4. Testimonies</li> </ol>
<p><b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b></p> <ol style="list-style-type: none"> <li>1. Job seekers found searching a job as a burden and could not accomplish the act of finding their expectations in the job making them stressed</li> <li>2. The user friendly UI and alert mechanism builds a trust and eases the pain of searching a job for the requirement</li> </ol>		