


PROJECT DESIGN

PHASE – 1 PROBLEM SOLUTION FIT

Date	01 October 2022
Team ID	PNT2022TMID07064
Project Name	Skill/Job Recommender Application
Maximum Marks	2 Marks

Define CS, fit into CC	Explore AS, differentiate								
<div>1. CUSTOMER SEGMENT(S) CS Who is your customer? The main customers for our project are:<ul style="list-style-type: none">Persons who are seeking employmentPersons that recruit job candidates</div>	<div>6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions?<ul style="list-style-type: none">Concern about misuse of personal informationWorry about unreliable connectionsInadequate product knowledgePotential ScamTime consuming</div> <div>5. AVAILABLE SOLUTIONS AS 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?<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></div>	Pros	Cons	Promotion of people's skillset	Delivering false information	Marketing of company infrastructure	Occurrence of fraudulent activity	Cultivate commercial relationship	Intense competition
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<div>2. JOBS-TO-BE-DONE / PROBLEMS J&P 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 searchingA platform to make it simpler to identify people with the necessary skillsMake the job-filtering process simplerProfile with safe personal data</div>	<div>9. PROBLEM ROOT CAUSE RC 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 maybe fraudulentCompanies fail to disclose their true infrastructureSome job portals want payment in advance of the job startingUsers post false credentialsUsers pretend to have expertise in a skillset they lack</div> <div>7. BEHAVIOUR BE 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 timeUsers were not satisfied when platforms allowed hirers to post jobs that were not realCheating during online recruitment processWhen candidates with inadequate qualifications apply for a position, employers become irritated.</div>								
<div>3. TRIGGERS TR What triggers customers to act? I.e., seeing their neighbors installing solar panels, reading about a more efficient solution in the news.<ul style="list-style-type: none">Job Alerts</div> <div>4. EMOTIONS: BEFORE / AFTER EM 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></div>	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	<div>10. YOUR SOLUTION SL 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. 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.</div> <div>8. CHANNELS OF BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7<ul style="list-style-type: none">Apply for jobsReview job applications Attend initial level assessment 8.2 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 interviewCheckout location and infrastructure of companyFinalize paperwork</div>
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