



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Easy  
Interface  
and  
Accesable

Type of Options  
available on  
basis of  
customer needs

Faster and  
Reliable Job  
recommenders

Jobs  
available on  
Sites

Useful and trusted  
jobs  
recommendations

Filter Option

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Reliable and  
easy to use

Features of  
application

User  
Interface

Positive  
Outlook  
about  
application

Connection  
with local job  
opportunities

## What do they SEE?

environment  
friends  
what the market offers

It is  
compatible  
for all kinds  
of users

Available  
recommended  
jobs

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Increasing of  
popularity in  
the peer  
group

More  
Number of  
refers

Good  
Validation of  
suggestions  
of user

Easier results  
of jobs with  
matching  
profiles

## PAIN

fears  
frustrations  
obstacles

Acquiring  
Data

To meet the  
expectations  
of user

Speeder  
responses

Reaching  
the needs  
of users

## GAIN

"wants" / needs  
measures of success  
obstacles

Go through user  
feedback and  
suggestion with  
interacting users

Increasing  
resources to  
increase data  
available

Increase in  
usability  
among user

Choosing a  
performance  
optimized  
hosting  
solution