

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer?</div><div>Freshers and Job Seekers.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions?</div><div>Data Security, Authencity(Data theft).</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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?</div><div>Chat bot, 24/7 support system.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers?</div><div>1)Proper uploading of correct resume. 2)Taking up the skill test. 3)Completing registration on time. 4)Producing valid Documents.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job?</div><div>1)Fake skill sets. 2)Duplication of certificate. 3)Fake users.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done?</div><div>Helping hand from the chat bot.</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act?</div><div>People around them getting new jobs,hikes,etc trigger them to get a new job.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>Recommending jobs which are most suited for their skill set.Helping them achieve their goal by offering them the perfect dream job.</div></div>	<div><div>8.CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? support system.7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Nil.</div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards?</div><div>Before:Sad,Lost,Confused. After:Secure,Happy,Feeling of achievement.</div></div>			

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