1. CUSTOMER SEGMENT(S) — CS

- Freshers who are looking for entry level positions
- Experienced but unemployed people looking for a job
- Those looking to change career tracks

6. CUSTOMER CONSTRAINTS — CC

- Lack of awareness about a job opening
- Network connectivity issues that might hinder their access to the website
- Difficulty in distinguishing between real and fake job openings
- Security of personal data that they are providing

5. AVAILABLE SOLUTIONS — AS

- Prior to digitalization, TV advertisements and newspaper columns were used
- Currently, websites like LinkedIn, GlassDoor, Indeed, etc enable job seekers to find openings

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- User provided with real time updates regarding openings at relevant companies
- Chatbot assistance for easier navigation
- Awareness about fraudulent job postings

9. PROBLEM ROOT CAUSE — RC

- Increased population and hence increased competition for limited job openings
- Improper curriculum in universities in order to properly assist freshers in the job market
- Lack of awareness of job openings by deserving candidates

7. BEHAVIOUR — BE

- Develop and improve industry required skills
- Search for jobs based on requirements
- Network with recruiters for possible openings

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

- Financial Problems
- Societal Pressure
- Job dissatisfaction

10. YOUR SOLUTION — SL

- Filter jobs according to requirements
- Providing resources for hot-skills in the industry
- Alerts sent to users regarding job openings
- Chatbot assistance for easier navigation of the application
- Prevent fake job postings in the application

8. CHANNELS of BEHAVIOUR — CH

8.1   ONLINE
- Search for job openings
- Apply and keep track of applications
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8.2   OFFLINE
- Improve relevant skills by means of learning platform resources provided in the application
- Prepare for and attend in-person interviews

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER   EM

BEFORE
- Low self esteem
- Pressurized from society
- Fear of rejection

AFTER
- Connected to the society
- Positivity in life
- Reverence of smartness