

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>S</div></div> <div>Who is your customer?</div> <div>Graduated students those who are searching for jobs, internship.</div>	<div>6. CUSTOMER CONSTRAINTS<div>C</div></div> <div>What constraints prevent your customers from taking action or limit their choices of solutions?</div> <div>Lack of knowledge about the app, network connection, available devices.</div>	<div>5. AVAILABLE SOLUTIONS<div>S</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>Instead of going to company in person. Job can be applied at anytime from anywhere.</div>	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>Unemployment will be reduced, searching jobs will be easy.</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>Searching for job is a tiring work. Finding jobs based on skills will be difficult.</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>The correct information should be given by the individual.</div>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? Traipsing for job will be reduced.		