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| **Deﬁne CS, ﬁt into CC** | **1. CUSTOMER SEGMENT(S) CS**  Who is your customer?  i.e. working parents of 0-5 y.o. kids  The main customers for our project are :  Persons who are seeking employment  Persons that recruit job candidates | **6. CUSTOMER CONSTRAINTS CC**  What constraints prevent your customers from taking action or limit their choices  of solutions? i.e. spending power, budget, no cash, network connection, available devices.  Concern about misuse of personal information Worry about unreliable connections  Inadequate product knowledge  Potential Scam  Time consuming | **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? i.e. pen and paper is an alternative to digital notetaking |

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| **Focus on J&P, tap into** | **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.  Create a platform to facilitate job searching  A platform to make it simpler to identify people with the necessary skills  Make the job-filtering process |

**9. PROBLEM ROOT CAUSE RC 7. BEHAVIOUR BE**

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.

Jobs that are listed on unreliable platforms may be fraudulent When Users apply for fraudulent jobs,

Companies fail to disclose their true infrastructure

Some job portals want payment in advance of the job starting. Users were not satisfied

Users post false credentials

Cheating during online recruitment process

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| **Identify strong TR & EM** | **3. TRIGGERS TR**  What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the news. |
| **4. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards? |

**10. YOUR SOLUTION SL**

8. **CHANNELS of BEHAVIOUR CB**

Final level interview

will be recommended based on user skill set. Current location

At the same time students can develop their skills Apply for jobs

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

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