

Project Design Phase-I Problem Solution Fit Template

Team ID	PNT2022TMID06612
Date	26 September 2022
Project Name	Job Recommender Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ❖ Solve complex problems in a way that fits the state of your customers.
- ❖ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ❖ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ❖ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ❖ Understand the existing situation in order to improve it for your target group.

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Job Seekers. Job Recruiters. 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Lack of awareness. Vulnerable to employment scams. Personal Data Security. 	5. AVAILABLE SOLUTIONS AS <p>Indeed, Naukri and CareerBuilder are some of the leading sources in the market for job opportunities. They provide timely alerts on new relevant openings, easier job searches using filters to narrow down results and offer both free and premium plans. However, issues such as profile data insecurity and spam recommendations persist.</p>	Explore AS, differentiate
	2. PROBLEMS J&P <ul style="list-style-type: none"> Job seekers to find their desired job. Job seekers to find the required skills to gain. Job seekers to avoid fraudulent job postings. Job recruiters to find the perfect candidates. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> The education system is not equipping individuals with the skills required for the world. The rising population. The employability crisis occurs when the country's economic growth cannot keep up with the population growth. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Search and apply for job openings on job sites. Connect with recruiters on networking sites. Learn and gain the required skills. 	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS <ul style="list-style-type: none"> Societal Pressure Financial Insecurity Job Dissatisfaction In search of better career growth 	10. YOUR SOLUTION <ul style="list-style-type: none"> Features from job seeker's resume extracted using TF-IDF technique. Collaborative Filtering is used to provide job recommendations based on skills and skills recommendations based on their job interests to job seekers. A fake job detection ML model which verifies the job postings and removes the fraudulent ones before getting listed on the platform. Alerts issued for new job openings. Chatbot to provide job recommendations. 		Focus on J&P, tap into BE, understand RC
	4. EMOTIONS: BEFORE / AFTER <p>BEFORE</p> <ul style="list-style-type: none"> Fear of Rejection Depressed and Anxious <p>AFTER</p> <ul style="list-style-type: none"> Motivated and Determined 			
Identify strong Triggers & Emotions		8. CHANNELS OF BEHAVIOUR <p>8.1 ONLINE</p> <ul style="list-style-type: none"> Search and apply for job openings on job sites. Connect with recruiters on networking sites. <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> Learn and gain the required skills. 		Extract online & offline Channels of BE