Skill and Job Recommender Team ID: PNT2022TMID15175

### 5. AVAILABLE SOLUTIONS

1. **CUSTOMER 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.

* 1. Misuse of personal information is a concern
  2. Unreliable connections are a concern
  3. Lack of product knowledge
  4. Fraudulent Activity
  5. A time-consuming process
  6. Too many choices

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

Which solutions are available to the customers when they face the problem

# AS

## 

Our project primarily serves the following customers:

1. Job seekers.
2. Recruiters.

|  |  |
| --- | --- |
| Pros | Cons |
| Scalable to a large number of users | Domain expertise is required |
| Infrastructural marketing | Fraudulent Activity |
| Maintain and cultivate commercial relationships | Time-consuming |

### 2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?There

# J&P

### 9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is

# RC

### BEHAVIOUR

What does your customer do to address the problem and get the job done?

# BE

**Explore AS, differentiate**

could be more than one; explore different sides.

## Create a platform to help with job searching.

* 1. A platform that makes it easier to find people with the necessary skills.

## Simplify the job-filtering process.

* 1. Profile with secure personal information

the back story behind the need to do this job?

i.e. customers have to do it because of the change in regulations.

## Jobs advertised on untrustworthy platforms may be fraudulent.

* 1. Companies do not reveal their true infrastructure.

## Some job boards require payment in advance of the job beginning.

* 1. Users post fictitious credentials.

## Users pretend to be experts in areas where they lack knowledge.

i.e. directly related: ﬁnd the right solar panel installer, calculate usage and beneﬁts; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

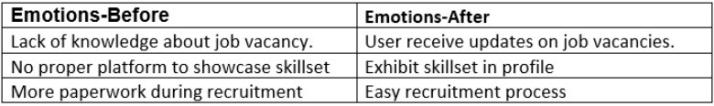
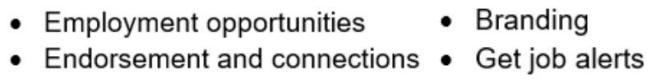
## Users are dissatisfied with their wasted time when they apply for fraudulent jobs.

* 1. Users were dissatisfied when platforms allowed hirers to post fake jobs.

## Cheating during the online hiring process

* 1. Employers become perturbed when candidates with unsatisfactory qualifications apply for a position.

1. **TRIGGERS TR**



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

**Deﬁne CS, ﬁt into CC**

**Identify strong TR & EM**

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

What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efﬁcient solution in the news.

### EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?

i.e. lost, insecure > conﬁdent, in control - use it in your communication strategy & design.

**10. YOUR SOLUTION SL**

If you are working on an existing business, write down your current solution ﬁrst,ﬁll in the canvas, and check how much it ﬁts reality.

If you are working on a new business proposition, then keep it blank until you ﬁll inthe canvas and come up with a solution that ﬁts within customer limitations, solves a problem and matches customer behaviour.

To develop an end-to-end web application that by default have a lot of current job openings through job search API out of which the right job will be recommended based on user skill set. At the same time, students can develop their skills side by side with various courses and webinars offered by the reputed organisation. In addition, a smart chatbot will be available 24\*7 which can help users find the right job. Using the job search API, users can also search for customized jobs such as Government Jobs, Women Only Jobs, Jobs based on Communities, etc. The app also suggests additional courses to help users upgrade their resumes.

### CHANNELS of BEHAVIOUR CH

#### ONLINE

**Extract online & ofﬂine CH of BE**

What kind of actions do customers take online? Extract online channels from #7

* + 1. Job applications
    2. Examine job applications and attend the initial level assessment

#### OFFLINE

What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7and use them for customer development.

## Interview at the highest level

* + 1. Examine the company's location and infrastructure.

## Complete paperwork

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