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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none">Person requires jobPerson recruits job candidates. | 6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">Personal information maybe misusedScam about fake jobsTime consuming | 5. AVAILABLE SOLUTIONS AS <p>Pros:</p> <ul style="list-style-type: none">Marketing of company's infrastructurePromotion of people's skill <p>Cons:</p> <ul style="list-style-type: none">Occurance of fraud activitiesMore competiton occurs | Explore AS, differentiate |
| | 2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">Create a platform form job searchingTo filter the jobs based on the skill required or availableSafe to provide the details | 9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none">Candidates post false or invalid detailsCompany failed to provide true infrastructureUnreliable jobs are postedSome asks prior payment for application | 7. BEHAVIOUR BE <ul style="list-style-type: none">Candidates apply for job eventhough their skill is not upto levelAfter getting recruited the company known to be fakeSome fake job are really waste of candidates time. | |
| Focus on J&P, tap into BE, understand RC | | | | Focus on J&P, tap into BE, understand RC |

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| Identify strong TR & EM | 3. TRIGGERS TR <ul style="list-style-type: none"> • Get new job alerts • Branding the company • Available job opportunities with good salary. | 10. YOUR SOLUTION SL <p>The end-to-end application provides</p> <p>The candidate to know about the job required and able to offer to apply for the job.</p> <p>It provides the job recommendation based on the user skill.</p> <p>The smart chatbot can help the students or candidates 24*7 with job or roles offered</p> | 8. CHANNELS of BEHAVIOUR CH <p>ONLINE:</p> <ul style="list-style-type: none"> • Apply for jobs • Early assessment takes place • Review job applications and results <p>OFFLINE:</p> <ul style="list-style-type: none"> • Final levels of interview • Company infrastructure • Paperwork of recruitment | Identify strong TR & EM |
| | 4. EMOTIONS: BEFORE / AFTER EM <p>BEFORE:</p> <ul style="list-style-type: none"> • No proper knowledge about jobs offered • No platforms to showcase my skills <p>AFTER:</p> <ul style="list-style-type: none"> • Easy recruitment process takes place • More details about job vacancies | | | |