

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? People who are searching for job including fresher and experienced</div><div>CS</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>What constraints prevent your customers from taking action or limit their choices of solutions?  Many people can't reach various organizations because of the lack of connection to reach them but from this we can directly contact The employer and this builds employer and employee connection</div><div>CC</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>Which solutions are available to the customers when they face the problem  Solution available for the people to search job. There is various online platform which help us to find desired job</div><div>AS</div></div>	Explore AS, different
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers?  For a person who is search for job this will be useful platform for them to find their desired job and help employer to hire the skilled people instead of hiring a person who has no information regarding that particular skill</div><div></div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job?  Many people are struggling to get employed in our country there are many students graduating every year but many students are unable to find job based on their skillset. This application helps students to get their desired jobs.</div><div>RC</div></div>	<div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job done?  User must register and answer the question that are asked during registration like technical skill, hobbies etc. This helps the recruiter to understand about students.</div><div>BE</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<div><div>3. TRIGGERS</div><div>What triggers customers to act?  Now a day many students are unemployed  This triggers them to use this platform and get their desired job</div><div>TR</div></div>	<div><div>10. YOUR SOLUTION</div><div>We are creating skill-based job search portal where students find job which suits their skill. This helps the students to form connection with various organization and develop their network.</div><div>SL</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? Customer may search for job through web portal  8.2 OFFLINE Customer can search for job through newspaper ads and referrals.</div><div>CH</div></div>	f u n d e f i n e

4. EMOTIONS: BEFORE / AFTER



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.