

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



Feel  
comfortable

Professional  
Networking

Get  
Employed  
and  
Professional  
Cpmmunity

Looking for  
Dream Job



*What do they*  
**SEE?**

environment  
friends  
what the market offers

Demonstrate  
Your  
Knowledge



Platform to  
showcase  
their skills

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Chances to  
Work in  
Aboard

Update with  
New  
Technology

Strive to  
Improve  
Skills

Easy to  
Monitoring the  
best company  
based on their  
skillset

**PAIN**

fears  
frustrations  
obstacles

Lack of Data  
Analytics  
Capability

Privacy  
Concerns

Too Many  
Choices

**GAIN**

"wants" / needs  
measures of success  
obstacles

Engage  
Customers

Provide  
Relevant  
Materia

