Define CS, fit into

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

The main customers for our project are :

- Person who are seeking for employment
- Person that recruit job candidates

6. 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.

- Concern about misuse of personal information
- Worry about unreliable connections
- Potential scam
- Time consuming
- Needs understanding to use the application

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e., pen and paper is an alternative to digital notetaking

- Text processing and recommendation method
- Content-based filtering
- Collaborative filtering
- Graph-based filtering

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Confusion in choosing a right job
- Similar job alerts for frequent times
- Many of the jobs are not real
- The companies listed do not give their actual structure

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e., customers have to do it because of the change in regulations.

- Giving incorrect details in the profile page
- Network problem
- User post false credentials
- Some job portals want payment in advance of the job starting
- The company and the job openings should be verified

7. BEHAVIOUR — BE

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

- User-friendly
- Chat support
- Providing the actual infrastructure of the company
- Cheating during online recruitment process

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS — TR

- The user gets the job alert
- Job description revels the necessary data

4. EMOTIONS: BEFORE / AFTER — EM

Before: Looking for a dream job
After: Feel comfortable they can stay connected and employed

10. YOUR SOLUTION — SL

To develop an end-to-end web application which in default have a lot of current job openings through job search API out of which appropriate 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 reputed organization. In addition to this a smart chat bot will be available for 24*7 which can help users in finding the right job.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

Users have to upload their resumes and fill up the essential details such as name, education, skills, location, and experience

8.2 OFFLINE

User can view the job description from their alerts

Extract online & offline CH of BE