

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Job Seekers who are searching for jobs.

Job Recruiters who are searching for candidates.

6. CUSTOMER CONSTRAINTS

CC

Time consuming process.

Unaware about various open opportunities.

Poor professional network.

False information can lead to potential scam.

5. AVAILABLE SOLUTIONS

AS

Pros	Cons
Daily job alerts.	Delivery of false information.
Chatbots for recommendation.	Easy access to jobs opportunities leads to intense competition.
Better job search using suitable filters.	

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Irrelevant job recommendations that do not match the candidate's skills.

Poor Job Description.

Enabling Data Secure platform.

Simplifying job searching and filtration process.

9. PROBLEM ROOT CAUSE

RC

Job postings by unverified or non-trustable companies.

Candidates provide fake/false information/skills without any proofs.

Privacy issues.

Mismatch of job recommendations.

7. BEHAVIOUR

BE

Thoroughly verify whether the job description is matching with their skillsets.

Verify whether the candidate has provided proofs for all the skills that he/she has mentioned.

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

Identify strong TR & EM

3. TRIGGERS

TR

Professional network connections.

Frequent job alerts.

Better employment opportunitites.

4. EMOTIONS: BEFORE / AFTER

EM

Emotions - Before	Emotions - After
Lack of awareness about various job opportunities.	Daily updates and job alerts.
Working in a job without matching skillsets.	AI based job recommendations with matching skillsets.

10. YOUR SOLUTION

SL

To develop a Web Application for updating relevant job postings with the following features:

- Alert using notifications when a new relevant job is posted.

- Filter jobs based on skills, location, salary, experience, etc.

- API to enable users to search for various job openings.

- Chatbots for recommendations.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

Job Applications/Postings.

Resume shortlisting.

8.2 OFFLINE

Interview Rounds.

Company Location verification.

Extract online & offline CH of BE