



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Getting a  
job which  
suits their  
skills

Does this  
website  
trust  
worthy

Doubt  
about  
getting job

Skills -  
Job  
matching

# What do they HEAR?

what friends say  
what boss say  
what influencers say

Interview  
call

Job offer  
call

Experience  
of other  
people

Various  
jobs

Skills that  
matches  
the job

Job offer  
results

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Analyses user  
preferences  
and suggest

Reduces  
searching  
time

Comments  
on  
experiences

Apply for  
jobs

Clarify  
doubts  
with Chat  
Bot

Chat with  
industry  
experts

# PAIN

fears  
frustrations  
obstacles

Fear of  
getting a  
job

Lack of  
awareness  
about  
opportunities

Fear of not  
getting  
matched jobs  
for skills

# GAIN

"wants" / needs  
measures of success  
obstacles

Help users  
in finding  
jobs

Apt skills  
suggestion

Free and  
user  
friendly  
application