



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Job  
Security

This website  
is  
trust worthy

Skills-  
jobs  
matching

Job  
notification/  
result

various job  
types

Skills that  
matches  
the jobs

online  
assessment

Take skill  
check test

Chat with  
industry  
experts

Status of  
the  
application

can  
assess  
anywhere

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Apply  
for jobs

Experiences  
on  
work

Clarify  
doubts  
with chat  
bot

Reduces  
searching  
time

## PAIN

fears  
frustrations  
obstacles

Lack of  
awareness  
about  
opportunities

Fear of  
getting  
job

Lack  
of  
skills

## GAIN

"wants" / needs  
measures of success  
obstacles

Help users  
in finding  
jobs

Easy to find  
job which  
matches  
the skills

User  
friendly  
application

## What do they HEAR?

what friends say  
what boss say  
what influencers say

job  
Offer  
call

Enhance in  
technology

Call  
for  
Interview

I can  
crack the  
interview?

Have  
skills or  
not?