

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS The main customers of our project are: 1. Candidates who are seeking for jobs 2. Recruiters who recruits candidates	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> 1. By avoiding misuse of personal information from third person 2. Avoiding potential scam 3. Time consuming 4. To concentrate on unreliable connections	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <table border="1"> <thead> <tr> <th>pros</th> <th>cons</th> </tr> </thead> <tbody> <tr> <td>Promotion skillset</td> <td>False information</td> </tr> <tr> <td>company infrastructure</td> <td>fraudulent activity</td> </tr> <tr> <td>Commercial relationship</td> <td>intense competition</td> </tr> </tbody> </table>	pros	cons	Promotion skillset	False information	company infrastructure	fraudulent activity	Commercial relationship	intense competition	Explore AS, differentiate
	pros	cons										
Promotion skillset	False information											
company infrastructure	fraudulent activity											
Commercial relationship	intense competition											
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> 1. To create a platform to facilitate job searching 2. To make the job-filtering process simpler 3. To keep profile personal data 4. Identify people with necessary skills	9. PROBLEM ROOT / CAUSE RC 1. Jobs that are listed on unreliable platforms maybe fraudulent 2. Some companies are failed to disclose their true infrastructure 3. Some users post false credentials 4. Users pretended to have expertise in a skillset they lack 5. Some jobs want payment first, so some are Money minded	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> 1. When users apply for fraudulent jobs , they get unhappy due to wasted time 2. Users were not satisfied when platforms allowed hirers to post jobs that were not real 3. Cheating during online recruitment process	Focus on PR, tap into BE, understand RC								
Identify strong TR & EM	3. TRIGGERS TO ACT TR 1. Employment opportunities 2. Branding 3. Endorsement and connections 4. Get job alerts 4. EMOTIONS EM <small>BEFORE / AFTER</small> <table border="1"> <thead> <tr> <th>Emotions before</th> <th>Emotions After</th> </tr> </thead> <tbody> <tr> <td>Lack of knowledge about job vacancy</td> <td>User receive updates on job vacancies</td> </tr> <tr> <td>No proper platform to showcase skillset</td> <td>Exhibit skillset in profile</td> </tr> <tr> <td>More paperwork during recruitment</td> <td>Easy recruitment process</td> </tr> </tbody> </table>	Emotions before	Emotions After	Lack of knowledge about job vacancy	User receive updates on job vacancies	No proper platform to showcase skillset	Exhibit skillset in profile	More paperwork during recruitment	Easy recruitment process	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 organizations. 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 BEHAVIOR CH ONLINE 1. Apply for jobs 2. Review job applications 3. Attend initial level assessments OFFLINE 1. Final level interview 2. Checkout location and infrastructure of company 3. Finalize paperwork	Extract online & offline CH of BE
Emotions before	Emotions After											
Lack of knowledge about job vacancy	User receive updates on job vacancies											
No proper platform to showcase skillset	Exhibit skillset in profile											
More paperwork during recruitment	Easy recruitment process											