1. CUSTOMER SEGMENT(S) `CS`

- The customers are freshers who needs to get placement.
- Graduate who needs to get a job.
- The employee who need to be hired in a better company.
- The employee who needs to develop additional skills to get promotion.
- The student who need skill to be built to get a job

6. CUSTOMER CONSTRAINTS `CC`

- Low Confidence
- Unaware of their skills
- Inefficient skills
- Unaware of the jobs available

5. AVAILABLE SOLUTIONS `AS`

- Waiting for recommendations from known person.
- Applying jobs through agencies.
- Visiting each company individually for jobs .
- Being unaware of companies that are currently hiring applying jobs of only known few companies.
- Applying and searching through websites.

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- Need to get a job in interested field.
- To develop skills needed to be in a better position.

9. PROBLEM ROOT CAUSE `RC`

- High competition for a job.
- Change or development in the particular field causes unemployment of workers already in that field.
- Rapid change in technology.
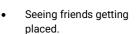- Raise in price of goods and daily necessity.

7. BEHAVIOUR `BE`

- Applying to the jobs known to them.
- Searching jobs in each company websites.
- Searching each skills required for a job.
- Applying through individuals they know and waiting.

3. TRIGGERS `TR`

- Seeing friends getting placed.
- When colleagues getting promoted.
- When others ask about their career and current position.

4. EMOTIONS: BEFORE / AFTER `EM`

BEFORE :

- Panic
- Frustrated
- Demotivated
- Fear
- Angry

AFTER:

- Motivated
- Confident
- Happy

10. YOUR SOLUTION `SL`

Developing a web application that provides job recommendation and skills need to be built to be hired, based on the their field of interest, previous experiences ,skills already built. The web application provides recommendations in a personalized manner.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE:

- Searching each company websites for jobs individually.
- Searching skills required for each job individually .

8.2 OFFLINE:

- Asking friends and others for any jobs available.
- Applying through agencies for each jobs,
- Asking advice and recommendation for skills to be built.