

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Job Seeker Job Recommendor	6. CUSTOMER CONSTRAINTS CC Lack of awareness about a job opening Personal data security Vulnerable to employment scams	5. AVAILABLE SOLUTIONS AS Linkedin, indeed are some of the websites available. User gets notification based on new openings	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Job seekers to gain knowledge before applying a job Job Recruiters need to find a skilled candidate and filter them.	9. PROBLEM ROOT CAUSE RC Increase in population leads to job crisis Education system	7. BEHAVIOUR BE Connect with recruiters on other platform and maintain a friendly relation.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3.Triggers Financial problem Society pressure Dissatisfaction of job	10.Your Solution Automatic removal of fake job offers Recommendations of job based on user skill Learning resources will be given.	8.Channel of Behaviour ONLINE Maintain a connection with recruiter OFFLINE Learn the required skill	Identify strong TR & EM

	4. EMOTIONS: BEFORE / AFTER Before Fear of rejection sad ,depressed. After Motivated			
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