

# Skill and Job Recommender Application

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Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

1. Persons who are seeking jobs.
2. Recruiters who select candidates.

CS

## 6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

1. Concern about misuse of user data.
2. Lack of knowledge about the product.
3. Time Consumption.
4. Worries about strange connections.
5. Potential scam.

CC

## 5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Pros:

1. Users uploading data to their profile.
2. Marketing about company facilities and infrastructure.

Cons:

1. User upload false data in their profile.
2. Occurrence of Scams and fraud activities.

AS

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

## 2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?  
There could be more than one; explore different sides.

1. Create a user friendly job recommender application
2. Content based filtering based on user skills.
3. Techniques to preserve user data.
4. Improve the skills of job seekers.

J&P

## 9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists?  
What is the back story behind the need to do this job?  
i.e. customers have to do it because of the change in regulations.

1. Some Job recommender platforms are untrusted
2. Some platforms ask payments for accessing their application.
3. Users upload fake data.
4. Users fail to improve their skills they lack.
5. Some companies fail to send acknowledgements on time after applying for jobs.

RC

## 7. BEHAVIOUR

What does your customer do to address the problem and get the job done?  
i.e. directly related: find the right solar panel installer, calculate usage and benefits;  
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1. User gets sad after knowing that they have applied for fraudulent jobs.
2. User feels unhappy to see some websites asking payments for accessing some features.
3. Cheating during recruitment process.
4. Recruiters gets irritated to see people applying for jobs with inadequate skills.

BE

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

## 3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

1. Job alerts
2. Quiz alerts
3. Job acknowledgements from recruiters after applying for jobs.

TR

## 4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?  
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Emotion Before:

Sad when there is no user friendly job recommender application.

Emotion After:

Happy to see when there is a user friendly platform for applying jobs and improve user skills.

EM

## 10. YOUR SOLUTION

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.  
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

To develop an end-to-end web application which has lot of job openings. Through job search API jobs will be recommended based on user skills. At the same time job seekers can improve their knowledge and skills. In addition to this a chat will be guiding 24\*7 for finding right jobs based on user skills.

SL

## 8. CHANNELS of BEHAVIOUR

### 8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

1. Apply for jobs.
2. Taking quiz assessments for improving their skills

### 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

1. Finalizing paperwork.
2. Final level of recruitment process.
3. Checking out companies infrastructure and locations.

CH

Extract online & offline CH of BE