

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



Can they  
get jobs  
according  
to their  
domains?

Will they  
proper  
suggestion?

Is the  
Application  
user-  
friendly?

Are the jobs  
reliable and  
secure?

The  
Application  
is Safe

The  
Application  
is fast and  
efficient.

The  
Application  
reads data

Displays  
Field of  
interests

Display the  
progress of  
the user

The Application  
will show many  
suggestions for  
jobs according to  
the needs.

Display  
companies  
along with  
Ratings

Plenty  
Of  
Suggestions

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Less  
Number of  
Issues

Best  
Application  
for freshers  
as well as  
Experienced

## PAIN

fears  
frustrations  
obstacles

Mixed  
suggestions

Proper Data  
is needed for  
better results

## GAIN

"wants" / needs  
measures of success  
obstacles

User  
Satisfaction  
and  
Availability

24/7  
Contact  
Support

## What do they HEAR?

what friends say  
what boss say  
what influencers say

## What do they SEE?

environment  
friends  
what the market offers