

Define CS, fit into	1. CUSTOMER SEGMENT(S) Unemployed candidates of age above 22, Experienced professionals who want to switch their jobs.	CS	6. CUSTOMER LIMITATIONS Network connections, possibility of scam, Limited services problem due to subscription.	CC	5. AVAILABLE SOLUTIONS SOLUTIONS: Segregation of job field PROS: Stay connected and get employed CONS: Spam messages	AS
	2. JOBS-TO-BE-DONE / PROBLEMS Creating a job recommending platform Filtering the jobs based on skillset and experience	J&P	9. PROBLEM ROOT CAUSE Fake profile which seeks money and scam people, Personal information collected by recommender raises the risk of unwanted exposure of information.		7. BEHAVIOUR Creating a profile and login credentials, Searching job vacancy related to their interests and skill sets. Tracking of the application status.	BE
Identify strong TR & EM	3. TRIGGERS Time saving, Job Alerts, Advertisements	TR	10. YOUR SOLUTION To develop an application that helps users to overcome their difficulty to search for jobs.	SL	8. CHANNELS of BEHAVIOUR 8.1 ONLINE Applying job, Live tracking of application status. 8.2 OFFLINE Final round of Interview process, Details Validation.	CH
	4. EMOTIONS: BEFORE / AFTER BEFORE: Stressed, Confusing application process. AFTER: Quick result, up to date information.	EM				