

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

Focus on J&P, tap into BE, understand