

Define CS, fit into CC	<div>1.CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none"><li>Job Seeker</li><li>Job Recommender</li></ul></div>	<div>6.CUSTOMER<div>CC</div><ul style="list-style-type: none"><li>Lack of awareness about a job Openings.</li><li>Personal data security.</li><li>Vulnerable to employment scams</li></ul></div>	<div>5.AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none"><li>Linked in, indeed and Naukri are some of the leading sources for job opportunities.</li><li>They intimate user (job seeker) with a notification about a recent job Openings based on their skillset.</li><li>Premium user will get more features including learning resources, etc..</li></ul></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE/ PROBLEMS<div>J&amp;P</div><div><div>Job Seeker:</div><ul style="list-style-type: none"><li>Finding desired job is not an easy task.</li><li>They need to gain knowledge before applying a particular job.</li><li>They should be aware of fraudulent job post.</li></ul><div>Job Recruiter:</div><ul style="list-style-type: none"><li>They need to find a skilled candidate for her company.</li><li>The hiring process takes so much time to complete.</li><li>Filtering candidates is difficult.</li></ul></div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><ul style="list-style-type: none"><li>Increasing in population as well as increasing in graduates on particular domain leads to job Crisis.</li><li>The education system does not fulfill and focus on individual person skill development.</li></ul></div>	<div>7.BEHAVIOUR<div>BE</div><ul style="list-style-type: none"><li>Learn and see more about a Job Openings in Job posting website.</li><li>Develop and improve her knowledge.</li><li>Connect with recruiters on Linked in platform and maintain a friendly connection with people.</li></ul></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand

**3.TRIGGERS****TR**

- Financial Problem
- Societal pressure
- Dissatisfaction of Job
- Finds a better way to improve her knowledge as well as career growth.

**4.EMOTIONS:****BEFORE**

- Sad, depressed, and low confidence.
- Fear of Rejection before attending any hiring process.

**AFTER**

- Highly Motivated
- Gained confidence to do any task.

**10.YOURSOLUTION****SL**

- A Fake Job Offer is detected and removed automatically.
- Recommend a skill to job seeker for a particular Job Openings.
- A notification will be Send via email regarding job openings.
- Learning resources will be provided, then it improve the user knowledge and skills.

**8.CHANNELS of BEHAVIOUR****CH****ONLINE**

- Apply and maintain a connection with recruiters.
- Also search about job openings.

**OFFLINE**

- Learn and gain the required skills in open source platform as well as in our Job Website.