



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Does this app  
suits for all  
experience  
professionals?

Does the  
application  
procedure  
will be  
simple?

Do i get a  
job alert for  
my relevant  
skills?

list of jobs  
based on  
skills

can go to  
job with my  
honed skills

You can use it to  
build connections  
in your industry  
and to stay in  
touch with  
colleagues,

It's an  
invaluable  
tool for job  
searches and  
recruitment

overwhelmed  
by the  
features

interact with chat-  
bot and get job  
recommendations

## What do they SEE?

environment  
friends  
what the market offers

Job alerts,if  
there is any  
opening  
based on  
skills

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

adding  
various skills  
and  
certificates

login to the  
website by  
various  
methods

filter the job  
they have been  
recommended

where do I  
start?

## What do they HEAR?

what friends say  
what boss say

enhance your  
professional  
reputation, and  
increase the  
visibility of your  
brand.

## PAIN

fears  
frustrations  
obstacles

getting the  
same job  
alert

fear of fake  
job offers

thinks not  
having  
enough  
skills

tedious  
procedures  
to apply

## GAIN

"wants" / needs  
measures of success  
obstacles

Get a job for  
their skill

broad scope  
for their skill

Easy to  
apply for a  
job

Not having  
to search  
from a long  
list