



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Will it  
recommend  
me the  
necessary  
skills ?

Will it  
recommend  
me a good  
job ?

Will I be able  
to achieve  
my dream  
job?

Will my  
personal  
data be  
secure ?

Job Alerts

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Is it really  
helpful?

Is It  
Accurate ?

## What do they SEE?

environment  
friends  
what the market offers

Correct Job/  
Skill Set

Company  
Listings

Personal  
Assistance

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Compare  
different  
skills

Compare  
different  
jobs

Interactable  
Chat Bot

Apply for  
multiple  
jobs

## PAIN

fears  
frustrations  
obstacles

Concern  
about the  
accuracy of  
the job/skill ?

will it be a  
tedious  
task?

Concern  
about the  
privacy of  
data ?

## GAIN

"wants" / needs  
measures of success  
obstacles

Achieve our  
dream job

Job based  
on the  
required  
skill set

Assess  
ourselves