

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <div> 1.Job Seekers (Experienced) 2.Freshers </div>	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <div> 1. Network Connection 2. Customer's desired company must have online hiring </div>	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <div> 1.Use of Hybrid filtering which uses both Content Based and Collaborative Filtering techniques to overcome the difficulties of both techniques. </div>	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <div> 1.Irrelevant recommendations 2.Sparse recommendations </div>	9. PROBLEM ROOT / CAUSE RC <div> 1.Jobs that are listed on unreliable platforms may be fraudulent 2.Companies fail to disclose their true infrastructure 3.Some job portals want payment in advance of the jog starting </div>	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <div> 1. When Users apply for Fraudulent jobs,they get unhappy due to wasted time 2. Cheating during online recruitment process 3. When candidates with inadequate qualifications apply for a position,employers become irritated </div>	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <div> 1.Hearing about the website through colleagues , recruiters or social media </div>	10. YOUR SOLUTION SL <div> 1.Togenerate relevant and more recommendations according to the user's needs. </div>	8. CHANNELS of BEHAVIOR CH <div> ONLINE Other Job recommending websites such as LinkedIn,Indeed etc., </div>	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <div> Before: Frustrate, Despairing After: Optimistic, Hopeful </div>		OFFLINE Asks friends or colleagues for references to attend interview at desired company	