

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <div> 1.Job Seekers (Experienced)  2.Freshers </div>	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> <div> 1.Network Connection  2.Customer's desired company must have online hiring </div>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PROS &amp; 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
	<b>2. PROBLEMS / PAINS</b> <span>PR</span> <small>+ ITS FREQUENCY</small> <div> 1.Irrelevant recommendations  2.Sparse recommendations </div>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> <div> 1.Cold start problem of Collaborative Filtering  2.Not enough views on a particular profile </div>	<b>7. BEHAVIOR</b> <span>BE</span> <small>+ ITS INTENSITY</small> <div> 1.Tries another job recommending website </div>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> <div> 1.Hearing about the website through friends, recruiters or social media </div>	<b>10. YOUR SOLUTION</b> <span>SL</span> <div> To generate relevant and more recommendations according to the user's needs. </div>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <div> <b>ONLINE</b>  Other Job recommending websites such as LinkedIn, Naukri etc., </div>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small> <div> Before: Frustrated, Hopeless  After: Hopeful, Confident </div>		<b>OFFLINE</b> Asks friends or colleagues for references to attend interview at desired company	