

Define CS, fit into CC

**1. CUSTOMER SEGMENT(S)**

CS

All job seekers from freshers to experienced candidates.

**6. CUSTOMER CONSTRAINTS**

CC

Network connection, available devices,user data constraints

**5. AVAILABLE SOLUTIONS**

AS

Content based filtering  
Collaborative filtering

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

**2. JOBS-TO-BE-DONE / PROBLEMS**

J&P

Improve performance in terms of time response and reliability.  
Exhaustive and comprehensive evaluation  
Improve accuracy of cloud service provider.

**9. PROBLEM ROOT CAUSE**

RC

Lack of intelligence .  
Collaborative filtering techniques require large amount of training data causing scalability issues  
Changing data and changing user preferences

**7. BEHAVIOUR**

BE

I  
Spend enormous time trying to figure out which among the large list of job is suitable .  
  
Give keywords mostly skills and achievements for active filtering of jobs

Focus on J&P, tap into BE, understand RC

Identify strong  
TR & EM

### 3. TRIGGERS

TR

1. Candidates who apply online are often ignored.
2. Online applications take too long to fill out.
3. Employers don't stay in touch.
4. Candidates get an automated response, not a response from a real person.

### 4. EMOTIONS: BEFORE / AFTER

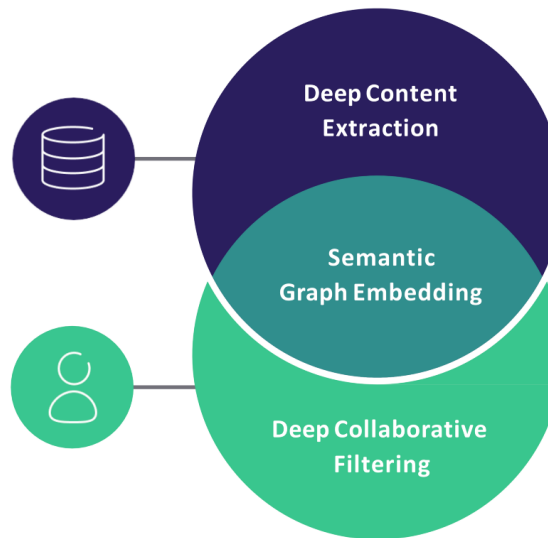
EM

. lost, insecure > confident, in control ,  
Frustrated

### 10. YOUR SOLUTION

SL

Leverage deep learning combines collaborative filtering and content-based models. Hybrid Deep Learning algorithms allow us to learn much finer interactions between users and items. Because they are non-linear, they are less prone to over-simplify a user's tastes



### 8. CHANNELS of BEHAVIOUR

- Give it an eye-catching title
- Write it for a human and appeal to their emotions
- Optimize it with keywords
- Sell the position