

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