

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none"><li>Business Man</li><li>College students</li><li>Bank users</li></ul></div>	<div>6. CUSTOMER LIMITATIONS<div>CL</div><div>EG. BUDGET, DEVICES</div><ul style="list-style-type: none"><li>Network connectivity.</li><li>User friendly</li><li>More secure</li><li>More reliable</li></ul></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>PLUSES &amp; MINUSES</div><ul style="list-style-type: none"><li>It should be more reliable nad user friendly</li><li>It should not contain any network error.</li><li>Make sure the comfortable and security of the user.</li></ul></div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS<div>PR</div><ul style="list-style-type: none"><li>Less Secured</li><li>Non user friendly</li><li>User dissatisfaction</li><li>Network problem</li></ul></div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div><ul style="list-style-type: none"><li>Server Busy .</li><li>Network operator</li><li>Unfixed Bugs</li><li>User feels insecure to buy the product</li></ul></div>	<div>7. BEHAVIOR + ITS INTENSITY<div>BE</div><ul style="list-style-type: none"><li>Seeking of better option.</li><li>Look for a budget friendly and quality products.</li><li>More reliable</li></ul></div>	
Focus on PR, tap into BE, understand RC	<div>3. TRIGGERS TO ACT<div>TR</div><ul style="list-style-type: none"><li>Frequent update</li><li>Social media</li><li>Advertisement</li></ul></div>	<div>10. YOUR SOLUTION<div>SL</div><ul style="list-style-type: none"><li>We provide a secured one</li><li>We provide it as more user friendly</li><li>We provide it is more easy to access</li></ul></div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div><div>ONLINE</div><ul style="list-style-type: none"><li>Official Websites.</li><li>Blogs and Websites like Flipcart,amazon etc.</li><li>YouTube Videos.</li><li>Reading the description.</li></ul><div>OFFLINE</div><ul style="list-style-type: none"><li>Information gathering through friends and neighbours.</li><li>Direct shop trip to gain more understanding.</li><li>Brochures and Ads of various Brands.</li></ul></div>	Focus on PR, tap into BE, understand RC
	<div>4. EMOTIONS<div>EM</div><div>BEFORE / AFTER</div><div><div>Before:</div><ul style="list-style-type: none"><li>Less knowledge</li><li>confused state</li><li>Fear</li><li>Being untrust</li></ul><div>After:</div><ul style="list-style-type: none"><li>Felt satisfied</li><li>More trustable</li><li>Felt happy after the problem solved</li></ul></div></div>			
Identify strong TR & EM				Extract online & offline CH of BE