

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)**CS**

E-Commerce businesses looking for increasing sales.

Sales Managers looking for data driven decision making assistance

6. CUSTOMER CONSTRAINTS**CC**

- Insufficient technical knowledge
- Budget constraints
- Security issues
- Third party access

5. AVAILABLE SOLUTIONS**AS**

- Involves Human resources – time consuming
- Outsourcing to Analytics firm

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS**J&P**

- Lack of assistance in data visualization
- No guidance in data driven decision making
- Lack of unified platforms for gaining insights

9. PROBLEM ROOT CAUSE**RC**

Sales data are huge and understanding unstructured data is complex. This makes it difficult for the customers to be able to use in manual means.

7. BEHAVIOUR**BE**

Customer tries to find ways to find insights using Excel, Google Sheets or reach out Analytics firm to getting insights

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

Identify strong TR & EM

3. TRIGGERS**TR**

Seeing competitors benefit from sales data analytics tools.

Reading about simple and easy to use solution

4. EMOTIONS: BEFORE / AFTER**EM**

- Distressed / Pleased
- Troubled / Satisfied
- Insecure /Confident

10. YOUR SOLUTION**SL**

A highly responsive dashboard to gain accurate and useful insights that helps in data driven decision making which is very simple and easy to use

8. CHANNELS of BEHAVIOUR**CH**

ONLINE: Use different online channels to extract data and outsourcing analytics firm

OFFLINE: Offline channels of behavior is not applicable to our problem statement

Extract online & offline CH of BE