

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>✓ A Bussiness owner who would like to understand more about his bussiness performance in global scale.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>✓ No online payments available buy directly from us.</div> <div>✓ Need to check input file structure before uploading.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Which solutions are available to the customers when they face the</div> <div>✓ The competition perform analytics and display Dashboard with autogenerated insights.</div> <div>✓ Out product provides facility to add manual insight to the analytics performed.</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>✓ Determine input file structure.</div> <div>✓ What analysis to perform to be useful and how to perform them ?</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>✓ Customer satisfaction</div> <div>✓ Product rating</div> <div>✓ Product prices</div> <div>✓ Availability</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Which jobs do your customers do to address the work flow and not the task</div> <div>✓ Collecting sales data and using office software to analyze it</div> <div>✓ Un-intuitive way of analyzing data and lot of manual labour</div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>✓ Have you ever felt that you are unwaer of how your bussiness is performing ?</div> <div>✓ Have you ever had a decision fatigue ?</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>✓ Creating an Interactive Dashboard.</div> <div>✓ Providing details about the sales</div> <div>✓ Responsive Design for every screen size.</div> <div>✓ Manual insight for each interaction.</div> <div>One time payment.</div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE</div> <div>✓ Using third party services with automated insights and subscription based service to analyze data</div> <div>8.2 OFFLINE</div> <div>✓ Using office software to analyze complex data in un-intuitive way</div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>✓ BEFORE : Anxiety, Decision fatigue, Lazyness</div> <div>✓ AFTER : Clear mind, Peacefullness</div>			