Team ID: PNT2022TMID37672

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)



Who is your customer?
i.e. working parents of 0-5 y.o. kids

- City Marketing, Sales and Analytics team.
- Companies and firms that wants to purchase from Global Super Stores.

6. CUSTOMER



What constraints prevent your customers from taking action or limit their choices

of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Scarce Availability of Data obtained through analysis of computers of the Global super store system.
- Reduced access to statistical information.

5. AVAILABLE SOLUTIONS



Explore AS, differentiate

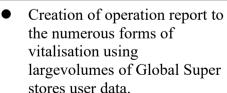
Which solutions are available to the customers

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

Surveys and studies to understand the active user age groups and often visited global super stores .

- Pros : Easy Implementations ,Online communication with customers.
- Cons : Limited audience sampling will lead to

2. JOBS-TO-BE-DONE / PROBLEMS



 The existing data is filtered to extract the essential information.

9. PROBLEM ROOT CAUSE



What is the real reason that this

Data analytics asses in finding patterns and insights using data which is required for the Super stores team to analyse the product delivery system and improve and find areas with scope for improvement.

7. BEHAVIOUR



i.e. directly related; find the right solar panel installer.

User help and support could be provided by including the customer care services in the interface and instruction manuals could also be provided to the each user of the Global Super store products to cross check and verify the working of the software, Interface.

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

3. TRIGGERS

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What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Make customer aware about unhealthy lifestyle and suggest store products as a healthy alternative hence boosting the sales.

4. EMOTIONS: BEFORE / AFTER



How do customers feel when they face a problem or a job and afterwards?

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before: Frustration due to hours of waiting in bill counters at Offline super stores.

After: Satisfaction from a free delivery of products from Global super stores directly to the customer locations.

10. YOUR SOLUTION



If you are working on an existing business, write down your current

solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer

behaviour.

- Developing an interactive dashboard that give various insights through various visualisations.
- The benefits the benefited by the customers by doing sales through the Global Super Stores.

8. CHANNELS of BEHAVIOUR



What kind of actions do customers take online? Extract online channels from

OFFLINE 8.2

What kind of actions do customers take offline? Extract offline

channels from #7 and use them for customer development.

- Online: Teams at City will be able to keep track of online usage statistics of customers.
- Offline: Read the demographic behaviour of potential users of the Global Super Stores.

