

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

✓ A Bussiness owner who would like to understand more about his bussiness performance in global scale.

6. CUSTOMER CONSTRAINTS

CC

✓ No online payments available buy directly from us.
✓ Need to check input file structure before uploading.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the

✓ The competition perform analytics and display Dashboard with autogenerated insights.
✓ Out product provides facility to add manual insight to the analytics performed.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

✓ Determine input file structure.
✓ What analysis to perform to be useful and how to perform them ?

9. PROBLEM ROOT CAUSE

RC

✓ Customer satisfaction
✓ Product rating
✓ Product prices
✓ Availability

7. BEHAVIOUR

BE

Which jobs do your customers do to address the work flow and not the task

✓ Collecting sales data and using office software to analyze it
✓ Un-intuitive way of analyzing data and lot of manual labour

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

Identify strong TR & EM

3. TRIGGERS

TR

✓ Have you ever felt that you are unwaer of how your bussiness is performing ?
✓ Have you ever had a decision fatigue ?

4. EMOTIONS: BEFORE / AFTER

EM

✓ BEFORE : Anxiety, Decision fatigue, Lazyness
✓ AFTER : Clear mind, Peacefullness

10. YOUR SOLUTION

SL

✓ Creating an Interactive Dashboard.
✓ Providing details about the sales
✓ Responsive Design for every screen size.
✓ Manual insight for each interaction.
One time payment.

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

✓ Using third party services with automated insights and subscription based service to analyze data

8.2 OFFLINE

✓ Using office software to analyze complex data in un-intuitive way

Identify strong TR & EM