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| Explore AS, differentiate | 1. CUSTOMER SEGMENTS CS | 6. CUSTOMER CONSTRAINTS CC | 5. AVAILABLE SOLUTIONS AS |
| | A Business owner who would like to understanding more about his business performance in global scale. | 1)No online payments available . Buy directly from us. 2)Need to check input like files structure before Uploading. | 1)The completion perform analyticsand display Dashboard with autopgenerated insights. 2)Out product provides facility to add manual Insights to the analytics performed. |

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| Focus on J&P, tap into BE, understand RC | 2. JOBS-TO-BE-DONE / PROBLEMS J&P | 9. PROBLEM ROOT CAUSE RC | 7. BEHAVIOUR BE |
| | 1)Determining input filr structure. 2)what analysis to perform to be useful? And how to perform them? | 1)IBM 2)Anna university. 3)Business model. 4)society. | 1)Collecting sales data and using office software to analyze it. 2)un-intuitive way of analyzing data and let of manual later |

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| Identify Strong TR & EM | 3. TRIGGERS TR | 10. OUR SOLUTION SL | 8. CHANNELS of BEHAVIOUR CH |
| | 1)Have you ever felt that you are unaware of How your business is performing? 2)Have you ever had a decision fatigue? Not knowing what to do next in order to Progress? Our product can help you to find that spark to take Next step. | 1)Creating aninteractive dashboard. 2)Responsive design for every screen sizes. 3)Manual insights for each interaction. 4)One time payment. | 8.1 ONLINE Using third party services with automatedinsights And subscription based servicesto analyze data. |
| | 4. EMOTIONS: BEFORE / AFTER EM Before:Anxiety,Decision fatigue,laziness. After:Clear mind,peacefulness. | | 8.2 OFFLINE Using office software to analyze complex data in Un-intuitive way. |