Problem-Solution fit

1. CUSTOMER SEGMENT(S) `CS`	**6. CUSTOMER CONSTRAINTS** `CC`	**5. AVAILABLE SOLUTIONS** `AS`
A Bussiness owner who would like to understand more about his bussiness performance in global scale.	1) No online payments available. Buy directly from us. 2) Need to check input file structure before Uploading.	1) The competition perform analytics and display Dashboard with autogenerated insights. 2) Out product provides facility to add manual Insights to the analytics performed.
2. JOBS-TO-BE-DONE / PROBLEMS `J&P`	**9. PROBLEM ROOT CAUSE** `RC`	**7. BEHAVIOUR** `BE`
1) Determine input file structure. 2) What analysis to perform to be useful? and how to perform them?	1) IBM. 2) Anna university. 3) Bussiness model. 4) Society	1) Collecting sales data and using office software to analyze it. 2) Un-intuitive way of analyzing data and lot of manual labor.
3. TRIGGERS `TR`	**10. YOUR SOLUTION** `SL`	**8. CHANNELS of BEHAVIOUR** `CH`
1) Have you ever felt that you are unaware of how your bussiness 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 the next step.	1) Creating an Interactive 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 automated insights and subscription based services to analyze data.
4. EMOTIONS: BEFORE / AFTER `EM`		**8.2 OFFLINE** Using office software to analyze complex data in un-intuitive way.
Before: Anxiety, Decision fatigue, Lazyness. After : Clear mind, Peacefullness.		

Left side labels:
- Define CS, fit into CC
- Focus on J&P, tap into BE, understand RC
- Identify strong TR & EM

Right side labels:
- Explore AS, differentiate
- Focus on J&P, tap into BE, understand RC
- Extract online & offline CH of BE