

Problem-Solution fit

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 1) No online payments available. Buy directly from us. 2) Need to check input file structure before Uploading.	5. AVAILABLE SOLUTIONS AS 1) The competition perform analytics and display Dashboard with autogenerated insights. 2) Out product provides facility to add manual Insights to the analytics performed.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P 1) Determine input file structure. 2) What analysis to perform to be useful? and how to perform them?	9. PROBLEM ROOT CAUSE RC 1) IBM. 2) Anna university. 3) Bussiness model. 4) Society	7. BEHAVIOUR BE 1) Collecting sales data and using office software to analyze it. 2) Un-intuitive way of analyzing data and lot of manual labor.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR 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. 4. EMOTIONS: BEFORE / AFTER EM Before: Anxiety, Decision fatigue, Lazyness. After : Clear mind, Peacefullness.	10. YOUR SOLUTION SL 1) Creating an Interactive Dashboard. 2) Responsive Design for every screen sizes. 3) Manual Insights for each interaction. 4) One time payment.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Using third party services with automated insights and subscription based services to analyze data. 8.2 OFFLINE Using office software to analyze complex data in un-intuitive way.	Extract online & offline CH of BE