

Define CS, fit into CL

1. CUSTOMER SEGMENT(S)

CS

- ✓ Business Staff.
- ✓ Homely People.
- ✓ Tourists.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES

CL

- ✓ While ordering the customer need to provide valid address.
- ✓ Customer need to provide the proper data's while ordering.
- ✓ Avoid unnecessary comments.

5. AVAILABLE SOLUTIONS PLUSES & MINUSES

AS

Present Solution: Different varieties of food.**Existing Solution:** App with different features and process, to order the food.

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY

PR

- ✓ A Hungry customer can spend on an hour to decide what to eat.
- ✓ A problem that customer face when ordering food online is regarding payment.
- ✓ In some websites it is more difficult to find the menu button!
- ✓ Delivery is not about delay also about quality and quantity of the food and packing.

9. PROBLEM ROOT / CAUSE

RC

- ✓ Vehicle break down, this causes delay of delivering the food.
- ✓ Due to heavy traffic jam customer tends to wait.
- ✓ Problem occurs due to improper location, and data of customer's.

7. BEHAVIOR + ITS INTENSITY

BE

- ✓ Due to delay of order customer's ratings may be poor.
- ✓ Sometimes it leads to cancelation of the order by the customer.
- ✓ Due to customer's rating it leads to bad opinion on the food.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT

TR

- ✓ By giving advertising through ads.
- ✓ Customer's rating on food taste.
- ✓ Discount Pricing.

4. EMOTIONS BEFORE / AFTER

EM

Before: Difficult to order the dish quickly.**After:** Based on our solution customer can easily order the food and there is no investment of time.**10. YOUR SOLUTION**

SL

- ✓ Having a live chat feature, simply have a pop-up window asking "what would you like to have today".
- ✓ Offering convenience, speed and security based to online payment by using vault debit option.
- ✓ We are ensuring the customer by packing technique for hot and cold food.
- ✓ By keeping in mind of clean and hygiene.

8. CHANNELS of BEHAVIOR

CH

- ONLINE**
- ✓ When there is no restaurants around the customer location, they prefer online ordering.
 - ✓ While there is insufficient of time period customer's prefer online mode.
- OFFLINE**
- ✓ Customers prefer offline for spending time with their family and friends.

Extract online & offline CH of BE