

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>✓ Business Staff.</li> <li>✓ Homely People.</li> <li>✓ Tourists.</li> </ul>	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> <li>✓ While ordering the customer need to provide valid address.</li> <li>✓ Customer need to provide the proper data's while ordering.</li> <li>✓ Avoid unnecessary comments.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PLUSES &amp; MINUSES</small> <p><b>Present Solution:</b> Different varieties of food.</p> <p><b>Existing Solution:</b> App with different features and process, to order the food.</p>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <span>PR</span> <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> <li>✓ A Hungry customer can spend on an hour to decide what to eat.</li> <li>✓ A problem that customer face when ordering food online is regarding payment.</li> <li>✓ In some websites it is more difficult to find the menu button!</li> <li>✓ Delivery is not about delay also about quality and quantity of the food and packing.</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>✓ Vehicle break down, this causes delay of delivering the food.</li> <li>✓ Due to heavy traffic jam customer tends to wait.</li> <li>✓ Problem occurs due to improper location, and data of customer's.</li> </ul>	<b>7. BEHAVIOR</b> <span>BE</span> <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> <li>✓ Due to delay of order customer's ratings may be poor.</li> <li>✓ Sometimes it leads to cancelation of the order by the customer.</li> <li>✓ Due to customer's rating it leads to bad opinion on the food.</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> <ul style="list-style-type: none"> <li>✓ By giving advertising through ads.</li> <li>✓ Customer's rating on food taste.</li> <li>✓ Discount Pricing.</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>✓ Having a live chat feature, simply have a pop-up window asking "what would you like to have today".</li> <li>✓ Offering convenience, speed and security based to online payment by using vault debit option.</li> <li>✓ We are ensuring the customer by packing technique for hot and cold food.</li> <li>✓ By keeping in mind of clean and hygiene.</li> </ul>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <p><b>ONLINE</b></p> <ul style="list-style-type: none"> <li>✓ When there is no restaurants around the customer location, they prefer online ordering.</li> <li>✓ While there is insufficient of time period customer's prefer online mode.</li> </ul> <p><b>OFFLINE</b></p> <ul style="list-style-type: none"> <li>✓ Customers prefer offline for spending time with their family and friends.</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small> <p><b>Before:</b> Difficult to order the dish quickly.</p> <p><b>After:</b> Based on our solution customer can easily order the food and there is no investment of time.</p>			