

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  ✓ A Bussiness owner who would like to understand more about his bussiness performance in global scale.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span>  ✓ No online payments available buy directly from us.  ✓ Need to check input file structure before uploading.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>Which solutions are available to the customers when they face the</small>  ✓ The competition perform analytics and display Dashboard with autogenerated insights.  ✓ Out product provides facility to add manual insight to the analytics performed.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span>  ✓ Determine input file structure.  ✓ What analysis to perform to be useful and how to perform them ?	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span>  ✓ Customer satisfaction ✓ Product rating ✓ Product prices ✓ Availability	<b>7. BEHAVIOUR</b> <span>BE</span> <small>Which jobs do your customers do to address the work flow and not the task</small>  ✓ Collecting sales data and using office software to analyze it  ✓ Un-intuitive way of analyzing data and lot of manual labour	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> ✓ Have you ever felt that you are unwaer of how your bussiness is performing ? ✓ Have you ever had a decision fatigue ?  <hr/> <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <small>How do you feel before and after the decision</small>  ✓ BEFORE : Anxiety, Decision fatigue, Lazyness  ✓ AFTER : Clear mind, Peacefullness	<b>10. YOUR SOLUTION</b> <span>SL</span>  ✓ Creating an Interactive Dashboard. ✓ Providing details about the sales ✓ Responsive Design for every screen size. ✓ Manual insight for each interaction.  One time payment.	<b>8.CHANNELS of BEHAVIOUR</b> <span>CH</span> <small>How do you reach your customers</small>  <b>8.1 ONLINE</b> ✓ Using third party services with automated insights and subscription based service to analyze data  <b>8.2 OFFLINE</b> ✓ Using office software to analyze complex data in un-intuitive way	Identify strong TR & EM