

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> ✓ Business Staff. ✓ Homely People. ✓ Tourists. 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> ✓ 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 AS <small>PLUSES & MINUSES</small> <p>Present Solution: Different varieties of food.</p> <p>Existing Solution: App with different features and process, to order the food.</p>	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none"> ✓ 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 <ul style="list-style-type: none"> ✓ 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 <ul style="list-style-type: none"> ✓ 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. 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> ✓ By giving advertising through ads. ✓ Customer's rating on food taste. ✓ Discount Pricing. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> ✓ 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 <p>ONLINE</p> <ul style="list-style-type: none"> ✓ 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. <p>OFFLINE</p> <ul style="list-style-type: none"> ✓ Customers prefer offline for spending time with their family and friends. 	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <p>Before: Difficult to order the dish quickly.</p> <p>After: Based on our solution customer can easily order the food and there is no investment of time.</p>			

