

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

- SALES ANALYST
- BUSINESS ANALYST
- DATA ENGINEER

CS

5. AVAILABLE SOLUTIONS

- Track the sales order and delivery.
- Know the availability of products in different categories.

AS

6. CUSTOMER LIMITATIONS

- Difficult to reach the people during covid times
- Difficult to place order within given time

CC

Define CS, fit into CC

Focus on J&P, tap into BE, understand RC

2. PROBLEMS / PAINS

- Unavailability of required products
- Because of this COVID, it's not easy to walk in a store randomly and buy anything

J&P

9. PROBLEM ROOT / CAUSE

- People think that order of products may lead to high shipping cost.
- Expensive products are sometimes damaged

RC

7. BEHAVIOR

- Patience until orders are placed.
- Order priority will be considered

BE

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT

- To increase the overall sales.
- To increase the overall profit over different countries

TR

4. EMOTIONS

- Depression over the sales market.

EM

10. YOUR SOLUTION

- To reduce the price for shipping modes.
- To clear the damage & transaction problems within 24 hours.
- To forecast sales of time to predict future sales across countries.

SL

8. CHANNELS OF BEHAVIOR

- ONLINE
 - Give information about the orders
- OFFLINE
 - visit traditional stores or contact salesman for buying any product

CH

Identify strong TR & EM