

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> ✓ Family ✓ Bachelors in rented rooms ✓ Friends ✓ Neighbours ✓ Tourists 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> ✓ Customers need to provide proper data while ordering ✓ Customers need to provide valid address ✓ 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
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none"> ✓ Customers need to spend more time on deciding what to eat ✓ A common problem that most customers face when ordering food online is payments ✓ In some websites, it is more difficult to find the menu button ✓ Delivery is not only about the delay, but also about quality and quantity of the food and packing 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> ✓ Delay by the hotel/restaurant/food chain in preparing the food ✓ Due to unexpected traffic jam, food delivery may get delayed ✓ Delivery maybe delayed due to improper location and improper data of customers 	7. BEHAVIOR + ITS INTENSITY BE <ul style="list-style-type: none"> ✓ Due to delay in delivery, customers may not be satisfied ✓ Customers may cancel the order due to delay in food preparation and delivery ✓ Due to low customer ratings, thers may feel food quality/quantity is poor. But in real, issue is with the food delivery 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> ✓ By giving advertisements ✓ Customer's rating ✓ Discounted pricing 4. EMOTIONS EM <small>BEFORE / AFTER</small> <p>Before: Difficult to order the food quick</p> <p>After: Based on our solution, customers can easily order the food hustle free</p>	10. YOUR SOLUTION SL <ul style="list-style-type: none"> ✓ Having a live chat feature, with a pop-up window asking "What would you like to have today?" ✓ Offering convenient, speed and secured online payment by using vault debit option. ✓ Ensuring the packing maintains optimum food temperature ✓ By keeping in mind of clean and hygiene. 	8. CHANNELS of BEHAVIOR CH <p>ONLINE ✓ When there are no restaurants nearby, customers prefer ordering</p> <p>✓ While there is inadequate time or supplies for preparing food, people order food</p> <p>OFFLINE ✓ Customers prefer offline (visiting the hotel/restaurant) for spending time with their family and friends</p>	Extract online & offline CH of BE