

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div><div>✓ A Bussiness owner who would like to understand more about his bussiness performance in global scale.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div><div>✓ No online payments available buy directly from us.</div><div>✓ Need to check input file structure before uploading.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div><div>✓ The competition perform analytics and display Dashboard with autogenerated insights.</div><div>✓ Out product provides facility to add manual insight to the analytics performed.</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div><div>✓ Determine input file structure.</div><div>✓ What analysis to perform to be useful and how to perform them ?</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div><div>✓ Customer satisfaction</div><div>✓Product rating</div><div>✓Product prices</div><div>✓Availability</div></div>	<div>7. BEHAVIOUR<div>BE</div></div> <div><div>✓ Collecting sales data and using office software to analyze it</div><div>✓ Un-intuitive way of analyzing data and lot of manual labour</div></div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div><div>✓Have you ever felt that you are unwaer of how your bussiness is performing ?</div><div>✓Have you ever had a decision fatigue ?</div></div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div><div>✓Creating an Interactive Dashboard.</div><div>✓Providing details about the sales</div><div>✓Responsive Design for every screen size.</div><div>✓Manual insight for each interaction.</div><div>One time payment.</div></div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div></div> <div><div>8.1 ONLINE</div><div>✓ Using third party services with automated insights and subscription based service to analyze data</div></div> <div><div>8.2 OFFLINE</div><div>✓ Using office software to analyze complex data in un-intuitive way</div></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div><div>✓BEFORE : Anxiety, Decision fatigue, Lazyness</div><div>✓AFTER : Clear mind, Peacefullness</div></div>			