Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

✓ A Bussiness owner who would like to understand more about his bussiness performance in global scale.

6. CUSTOMER CONSTRAINTS — CC

✓ No online payments available buy directly from us.

✓ Need to check input file structure before uploading.

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the

✓ 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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

✓ Determine input file structure.

✓ What analysis to perform to be useful and how to perform them ?

9. PROBLEM ROOT CAUSE — RC

✓ Customer satisfaction

✓ Product rating

✓ Product prices

✓ Availability

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job

✓ 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

3. TRIGGERS — TR

✓ Have you ever felt that you are unwaer of how your bussiness is performing ?

✓ Have you ever had a decision fatigue ?

4. EMOTIONS: BEFORE / AFTER — EM

✓ BEFORE : Anxiety, Decision fatigue, Lazyness

✓ AFTER : Clear mind, Peacefullness

10. YOUR SOLUTION — SL

✓ Creating an Interactive Dashboard.

✓ Providing details about the sales

✓ Responsive Design for every screen size.

✓ Manual insight for each interaction.

   One time payment.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

✓ Using third party services with automated insights and subscription based service to analyze data

8.2 OFFLINE

✓ Using office software to analyze complex data in un-intuitive way

Identify strong TR & EM