

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</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>✓ No online payments available buy directly from us. ✓ Need to check input file structure before uploading.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>Which solutions are available to the customer (what they have the) ✓ The competition perform analytics and display Dashboard with autogenerated insights. ✓ 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&P</div><div>✓ Determine input file structure. ✓ What analysis to perform to be useful and how to perform them ?</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>✓Customer satisfaction ✓Product rating ✓Product prices ✓Availability</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>What does your customer do to address the problems 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</div></div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div>✓Have you ever felt that you are unwaer of how your bussiness is performing ? ✓Have you ever had a decision fatigue ?</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>✓Creating an Interactive Dashboard. ✓Providing details about the sales ✓Responsive Design for every screen size. ✓Manual insight for each interaction. One time payment.</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>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</div></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>✓BEFORE : Anxiety, Decision fatigue, Lazyness ✓AFTER : Clear mind, Peacefullness</div></div>			