

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><div>✓ Family</div><div>✓ Bachelors in rented rooms</div><div>✓ Friends</div><div>✓ Neighbours</div><div>✓ Tourists</div></div></div>	<div>6. CUSTOMER LIMITATIONS<div>EG. BUDGET, DEVICES</div><div>CL</div><div><div>✓ Customers need to provide proper data while ordering</div><div>✓ Customers need to provide valid address</div><div>✓ Avoid unnecessary comments</div></div></div>	<div>5. AVAILABLE SOLUTIONS<div>PLUSES &amp; MINUSES</div><div>AS</div><div><div>Present Solution:</div> Different varieties of food.</div><div><div>Existing Solution:</div> App with different features and process, to order the food.</div></div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS<div>+ ITS FREQUENCY</div><div>PR</div><div><div>✓ Customers need to spend more time on deciding what to eat</div><div>✓ A common problem that most customers face when ordering food online is payments</div><div>✓ In some websites, it is more difficult to find the menu button</div><div>✓ Delivery is not only about the delay, but also about quality and quantity of the food and packing</div></div></div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div><div><div>✓ Delay by the hotel/restaurant/food chain in preparing the food</div><div>✓ Due to unexpected traffic jam, food delivery may get delayed</div><div>✓ Delivery maybe delayed due to improper location and improper data of customers</div></div></div>	<div>7. BEHAVIOR<div>+ ITS INTENSITY</div><div>BE</div><div><div>✓ Due to delay in delivery, customers may not be satisfied</div><div>✓ Customers may cancel the order due to delay in food preparation and delivery</div><div>✓ Due to low customer ratings, thers may feel food quality/quantity is poor. But in real, issue is with the food delivery</div></div></div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS TO ACT<div>TR</div><div><div>✓ By giving advertisements</div><div>✓ Customer’s rating</div><div>✓ Discounted pricing</div></div></div>	<div>10. YOUR SOLUTION<div>SL</div><div><div>✓ Having a live chat feature, with a pop-up window asking “What would you like to have today?”</div><div>✓ Offering convenient, speed and secured online payment by using vault debit option.</div><div>✓ Ensuring the packing maintains optimum food temperature</div><div>✓ By keeping in mind of clean and hygiene.</div></div></div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div><div><div>ONLINE</div><div>✓ When there are no restaurants nearby, customers prefer ordering</div><div>✓ While there is inadequate time or supplies for preparing food, people order food</div></div><div><div>OFFLINE</div><div>✓ Customers prefer offline (visiting the hotel/restaurant) for spending time with their family and friends</div></div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS<div>BEFORE / AFTER</div><div>EM</div><div><div>Before:</div> Difficult to order the food quick</div><div><div>After:</div> Based on our solution, customers can easily order the food hustle free</div></div>			