

1. CUSTOMER SEGMENT(S)

CS

Define CS, fit into

- Not able to solve their issues.
- Doesn't know the solution of their issues.

6. CUSTOMER

CC

- Alert via email.
- Solution also provides insights in a graphical way.

5. AVAILABLE SOLUTIONS

AS

Explore AS,

- Reading guidelines carefully.
- Complaint the issues to the company.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Focus on J&P, tap into BE, understand

- Long wait times for customer service responses.
- Giving the necessary information for particular thing which needs for customer

9. PROBLEM ROOT CAUSE

RC

- Unaware of the object.
- Customer service is ineffective.

7. BEHAVIOUR

BE

Focus on J&P, tap into BE, understand

- When the user doesn't have the knowledge about particular thing this kind of situation occurs.

3. TRIGGERS

TR

- Customer should know to solve their issues.

4. EMOTIONS: BEFORE / AFTER

EM

Identify strong TR & EM

Before: unease about something with an uncertain outcome (showing worry) **After:** pleasure of blessedness and brightness in face.

10. YOUR SOLUTION

SL

To design a personal help desk.

8. CHANNELS of BEHAVIOUR

CH

Extract online & offline CH of BE

8.1 ONLINE

- Data must be secured and updated in cloud storage.

8.2 OFFLINE

- Make sure that they find solutions.