Define CS,fit into CC

1. CUSTOMER SEGMENT(S)

- **SALES ANALYST**
- **BUISNESS ANALYST**
- **DATA ENGINEER**

CS

5. AVAILABLE SOLUTIONS

- **Track the sales order and delivery.**
- **Know the availablity of products in different categories.**

AS

6. CUSTOMER LIMITATIONS

- **Difficult to reach the people during covid times**
- **Difficult to place order within given time**

CC

Define CS,fit into CC

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2. PROBLEMS / PAINS

- **Unavailability of required products**
- **Because of this COVID, it's not easy to walk in a store randomly and buy anything**

J&P

9. PROBLEM ROOT / CAUSE

- **People think that order of products may lead to high shipping cost.**
- **Expensive products are sometimes damaged**

RC

7. BEHAVIOR

- **Patience until orders are placed.**
- **Order priority will be considered**

BE

Focus on J&P, tap into BE, undrstand RC

Identify strong TR & EM

3. TRIGGERS TO ACT

TR

- **To increase the overall sales.**
- **To increase the overall profit over different countries**

4. EMOTIONS

- **Depression over the sales market.**

EM

10. YOUR SOLUTION

- **To reduce the price for shipping modes.**
- **To clear the damage & transcation problems within 24 hours.**
- **To forecast sales of time to predict future sales across countries.**

SL

8. CHANNELS OF BEHAVIOR

- **ONLINE**
  - **Give information about the orders**
- **OFFLINE**
  - **visit traditional stores or contact salesman for buying any product**

CH

Identify strong TR & EM