# Problem-Solution fit

<table>
<tr>
<td><b>Define CS, fit into CC</b></td>
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**1. CUSTOMER SEGMENT(S)**  `CS`

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

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**6. CUSTOMER CONSTRAINTS**  `CC`

1) No online payments available. Buy directly from us.
2) Need to check input file structure before Uploading.

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**5. AVAILABLE SOLUTIONS**  `AS`

1) The competition perform analytics and display Dashboard with autogenerated insights.
2) Out product provides facility to add manual Insights to the analytics performed.

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<td><b>Explore AS, differentiate</b></td>
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**Focus on J&P, tap into BE, understand RC**

**2. JOBS-TO-BE-DONE / PROBLEMS**  `J&P`

1) Determine input file structure.
2) What analysis to perform to be useful? and how to perform them?

**9. PROBLEM ROOT CAUSE**  `RC`

1) IBM.
2) Anna university.
3) Bussiness model.
4) Society

**7. BEHAVIOUR**  `BE`

1) Collecting sales data and using office software to analyze it.
2) Un-intuitive way of analyzing data and lot of manual labor.

**Focus on J&P, tap into BE, understand RC**

**Identify strong TR & EM**

**3. TRIGGERS**  `TR`

1) Have you ever felt that you are unaware of how your bussiness is performing?
2) Have you ever had a decision fatigue? Not knowing what to do next in order to progress?
Our product can help you to find that spark to take the next step.

**4. EMOTIONS: BEFORE / AFTER**  `EM`

Before: Anxiety, Decision fatigue, Lazyness.
After  : Clear mind, Peacefullness.

**10. YOUR SOLUTION**  `SL`

1) Creating an Interactive Dashboard.
2) Responsive Design for every screen sizes.
3) Manual Insights for each interaction.
4) One time payment.

**8. CHANNELS of BEHAVIOUR**  `CH`

8.1 ONLINE

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

8.2 OFFLINE

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

**Extract online & offline CH of BE**