

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Car driver and car owner.	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> Spending time power and network connection.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PLUSES &amp; MINUSES</small> He /She have to wait for the insurance officer to visit in past.	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span>PR</span> Frustration of the customer can be solved.	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> People have many <u>work</u> and they can make mistake.	<b>7. BEHAVIOR + ITS INTENSITY</b> <span>BE</span> He/ She feels frustrated when the problem occurs.	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> Waiting for the insurance officer and the insurance money	<b>10. YOUR SOLUTION</b> <span>SL</span> I will minimize the processes which has to be done by the customers. I will make them feel joyful and repeatable to pay insurance money for them.	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <b>ONLINE</b> Submission forms	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small> Before people feel frustrated and after they feel joyful.		<b>OFFLINE</b> Damage of submitted forms	

