# 뒭

# 1. CUSTOMER SEGMENT(S)



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

### 6. CUSTOMER CONSTRAINTS



- ✓ No online payments available buy directly from us.
- ✓ Need to check input file structure before uploading.

## 5. AVAILABLE SOLUTIONS



- ✓ The competition perform analytics and display Dashboard with autogenerated insights.
- ✓Out product provides facility to add manual insight to the analytics performed.

### 2. JOBS-TO-BE-DONE / PROBLEMS



- ✓ Determine input file structure.
- What analysis to perform to be useful and how to perform them?

### 9. PROBLEM ROOT CAUSE





- Customer satisfaction
- ✓ Product rating
- ✓Product prices
- ✓ Availability

### 7. BEHAVIOUR



- ✓ Collecting sales data and using office software to analyze it
- ✓ Un-intuitive way of analyzing data and lot of manual labour

### 3. TRIGGERS

4. EMOTIONS: BEFORE / AFTER



✓ Have you ever felt that you are unwaer of how your bussiness is performing?

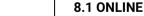
✓ BEFORE : Anxiety, Decision fatigue, Lazyness

 $\checkmark$  Have you ever had a decision fatigue?

✓ AFTER : Clear mind, Peacefullness

### 10. YOUR SOLUTION







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Identify strong

✓ Creating an Interactive Dashboard.

EΜ

- ✓ Providing details about the sales
- ✓ Responsive Design for every screen size.
- ✓ Manual insight for each interaction.
  - One time payment.

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

# 8.2 OFFLINE

8. CHANNELS of BEHAVIOUR

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