

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> A Business owner who would like to understand more about his business performance in global scale. Sales Manager looking for smart sales strategies 	6. CUSTOMER CC <ul style="list-style-type: none"> Difficult to place order within given time Need to check input file structure before uploading 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> The competition perform analytics and display Dashboard with autogenerated insights. Spreadsheet tools like Excel, Google Sheets 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Unavailability of required products What analysis to perform to be useful and how to perform them? 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Customer satisfaction Expensive products are sometimes damaged People think that order of products may lead to high shipping cost. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Patience until orders are placed. Collecting sales data and using office software to analyze it 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> To increase the overall sales. To increase the overall profit over different countries 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> To reduce the price for shipping modes. To clear the damage & transaction problems within 24 hours. To forecast sales of time to predict future sales across countries 	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Give information about the orders	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM BEFORE: Anxiety, Decision fatigue, Laziness AFTER: Clear mind, Peacefulness		8.2 OFFLINE Visit traditional stores or contact salesman for buying any product	

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

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