

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b>  ✓ A Bussiness owner who would like to understand more about his bussiness performance in global scale.	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b>  ✓ No online payments available buy directly from us.  ✓ Need to check input file structure before uploading.	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <i>Which solutions are available to the customers when they face the</i>  ✓ The competition perform analytics and display Dashboard with autogenerated insights.  ✓ Out product provides facility to add manual insight to the analytics performed.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b>  ✓ Determine input file structure.  ✓ What analysis to perform to be useful and how to perform them ?	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b>  ✓ Customer satisfaction  ✓ Product rating  ✓ Product prices  ✓ Availability	<b>7. BEHAVIOUR</b> <b>BE</b> <i>What decisions customers take to address the problem and get the job</i>  ✓ Collecting sales data and using office software to analyze it  ✓ Un-intuitive way of analyzing data and lot of manual labour	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <b>TR</b>  ✓ Have you ever felt that you are unwaer of how your bussiness is performing ?  ✓ Have you ever had a decision fatigue ?	<b>10. YOUR SOLUTION</b> <b>SL</b>  ✓ Creating an Interactive Dashboard.  ✓ Providing details about the sales  ✓ Responsive Design for every screen size.  ✓ Manual insight for each interaction.  One time payment.	<b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b>  <b>8.1 ONLINE</b>  ✓ Using third party services with automated insights and subscription based service to analyze data  <b>8.2 OFFLINE</b>  ✓ Using office software to analyze complex data in un-intuitive way	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b>  ✓ BEFORE : Anxiety, Decision fatigue, Lazyness  ✓ AFTER : Clear mind, Peacefullness			

