

## **INTRODUCTION:**

- Overview:
  - Innovation can be a upgrades to a company's customer service or features added to an existing product.
  - Charting the course of innovation is often necessary for companies to adapt and overcome the challenges of change.
- Purpose:
  - The purpose of innovation is to come up with new ideas and technologies that increase productivity and generate output and value with the same input.
  - It allows them to decide the type of marketing startegy that will reach and resonate with the most people in their target demographic.

## **PROBLEM DEFINITION & DESIGN THINKING:**

- Empathy map:

# Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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## Build empathy

The information you add here should be representative of the observations and research you've done about your users.

**Knows**

What does your user know? What do they think they know? What do they really know?

**Thinks**

What are their beliefs, attitudes, values, and opinions? What other thoughts might influence their behavior?

**Does**

What behaviors have we observed? What are we hoping they do?

**Feels**

What are their pains, frustrations, and emotions? What other feelings might influence their behavior?

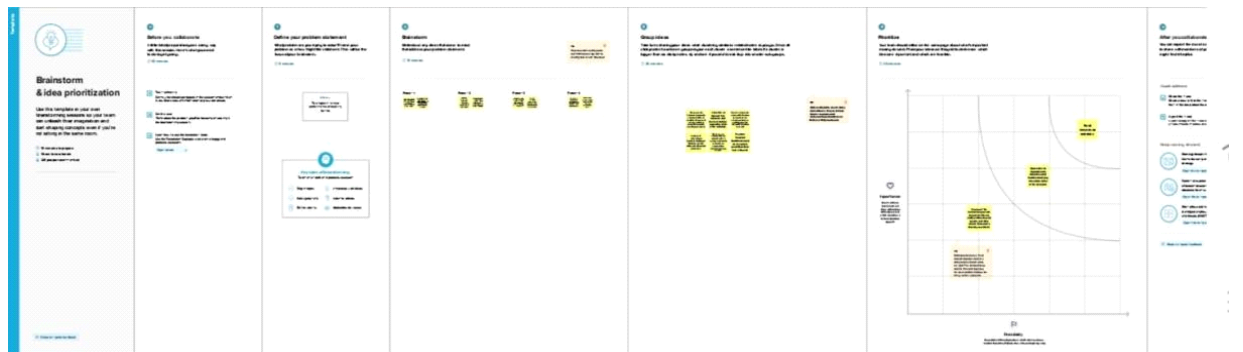
Putting the pieces together to build empathy

### Related content

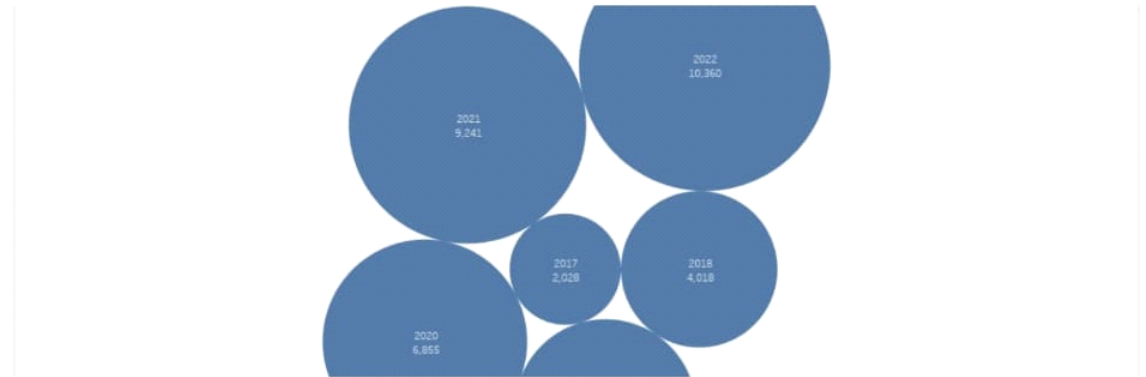
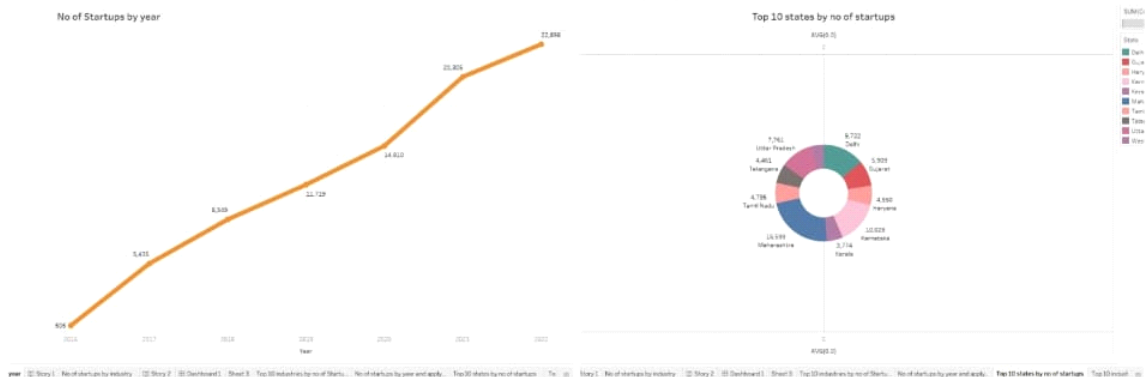
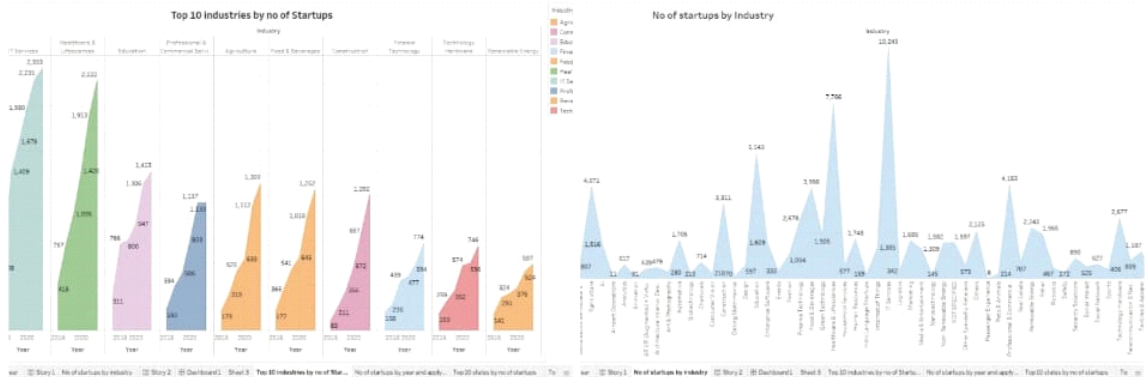
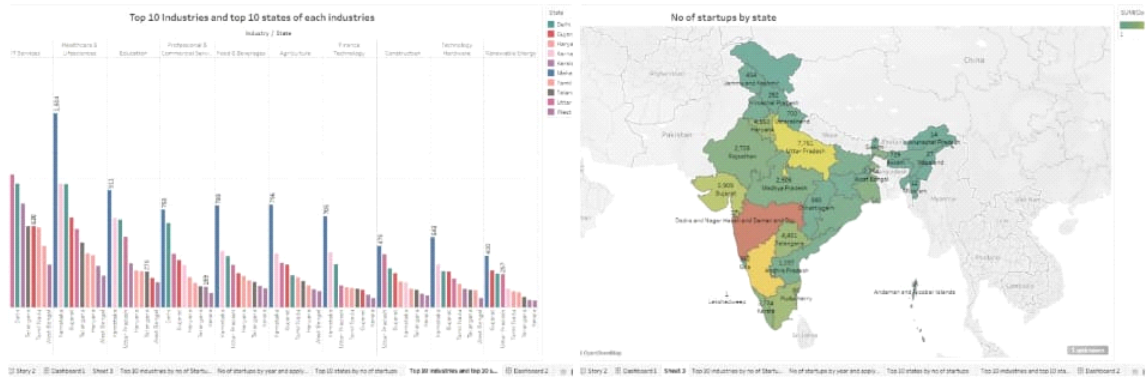
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- Ideation & Brainstorming map:



RESULT:



#### ADVANTAGES & DISADVANTAGES:

- Advantages:
  - Startups deliver their products and services with a personal touch.
  - This creates a uniquely personal experience for their customers.
  - Startups also take time to study and understand their customer's business requirements.
  - Startup employees multitask and the salesperson could double up as the relationship manager.
  - Startups are very flexible and are more likely to work at the hours, the place and in the manner that suits you.
- Disadvantages:
  - High risk also hinders a startup's ability to attract experienced and competent staff.
  - Most startups operate on a shoestring budget, against competitors that are well resourced.
  - It often requires them to collaborate with others, overcome resistance from stakeholders, and invest valuable time and resources into generating solutions.
  - A startup analysis can also be highly discouraging because many ideas generated during ideation cannot be implemented.

## APPLICATIONS:

- CUSTOMER TRACKING AND CUSTOMS: TRAVEL STARTUP

A travel startup, by implementing Data analytics it can directly target customers with the same criteria. Travel startups are able to offer hotels, tickets as well as tours to the right customers.

- ONLINE TRANSPORTATION STARTUP:

With data analytics makes these startups able to know the activities and know the trends that are mostly carried out by customers. With this they will be able to provide the right recommendations for their customers such as free shipping, vouchers and discounted prices and so on.

## CONCLUSION:

The main scope to address the high possibility for startup in which sector and area. Through our analysis can helps to identify potential challenges and opportunities and develop strategies to address them. Further provide the insights to investors and banks to make the understand and help in the sense of investing.

## FUTURE SCOPE:

- The startup analysis is receiving a lot of support from international and Indian investors.
- Globalization and the rise of the IT industry were majorly responsible for the rise of entrepreneurship.
- They create more jobs which insinuates more employment and more employment means an improved economy.
- A start-up analysis contributes to economic development by increasing innovation and inducing competition.

## APPENDIX:

Dashboard (embed code) - <div class='tableauPlaceholder' id='viz1682065561273' style='position: relative'><noscript><a href='#'><img alt='Dashboard 3 ' src='https://public.tableau.com/static/images/ta/tableauDASHBOARDstartupanalysis/Dashboard3/1\_rss.png' style='border: none' /></a></noscript><object class='tableauViz' style='display:none;'><param name='host\_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param name='embed\_code\_version' value='3' /> <param name='site\_root' value='' /><param name='name' value='tableauDASHBOARDstartupanalysis/Dashboard3' /><param name='tabs' value='no' /><param name='toolbar' value='yes' /><param name='static\_image' value='https://public.tableau.com/static/images/ta/tableauDASHBOARDS tartupanalysis/Dashboard3/1.png' /> <param name='animate\_transition' value='yes' /><param name='display\_static\_image' value='yes' /><param name='display\_spinner' value='yes'

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) { vizElement.style.width='1000px';vizElement.style.height='827px';} else {
vizElement.style.width='100%';vizElement.style.height='1427px';}          var scriptElement =
document.createElement('script');          scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);          </script>

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Story(embed code) - <div class='tableauPlaceholder' id='viz1682065837067' style='position: relative'><noscript><a href='#'><img alt='Story 1 ' src='https://public.tableau.com/static/images/st/storystartupanalysis&#47;Story1&#47;1\_rss.png' style='border: none' /></a></noscript><object class='tableauViz' style='display:none;'><param name='host\_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /><param name='embed\_code\_version' value='3' /><param name='site\_root' value='' /><param name='name' value='storystartupanalysis&#47;Story1' /><param name='tabs' value='no' /><param name='toolbar' value='yes' /><param name='static\_image' value='https://public.tableau.com/static/images/st/storystartupanalysis&#47;Story1&#47;1.png' /><param name='animate\_transition' value='yes' /><param name='display\_static\_image' value='yes' /><param name='display\_spinner' value='yes' /><param name='display\_overlay' value='yes' /><param name='display\_count' value='yes' /><param name='language' value='en-US' /></object></div> <script type='text/javascript'> var

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vizElement.style.width='1016px';vizElement.style.height='991px';          var scriptElement =
document.createElement('script');          scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);          </script>

```