

Design For

Date

24/03/2021

Design By

Version

281452

USER

ADMIN

HIGHER
AUTHORITY

EMPLOYEE

STAKEHOLDERS

DATA SCIENTIST

MARKETING MANAGER

PRODUCT MANAGER

ACTIVITIES

STORING CUSTOMER DETAILS

ACCESSING DETAILS

GENERATING CUSTOMIZED
DETAILS

SOFTWARE MANAGEMENT

DATA ANALYSIS

STORY BOARDING

HAPPY

Once there was a very young computer graduate who had a new idea for starting a startup but he had not enough money to start a startup but any how he managed and got the funding from his college. Perhaps the amount was tight to budget even we can say that less than required amount. He has to make expenses choices. Because of his good resource management skill and wise nature, He has invest his a little time to research more and in customer segmentation before starting any other expenditure. Eventually this master step benefited to him and saved a lot of fund from the random marketing cost, just because of customer segmentation. He's just focusing and marketing only the most potential customer group, for this reason he saved lot bucks. This is how he launched beta version of his first product. He got the maximum profit margin, He latterly form a big business on that idea and become the successful businessman.

SAD

Once Investor wanted to invest their excess funds to any business so, he installed an application for finding businessman. Investor found out a businessman in that app. Eventually, Investor transferred money to the Businessman and after some time he realised that was a fraud Businessman, he lost their money because that application did not contain Identifications of because of wrong suggestion of that application he had loss of money so proper customization is required.