

<p>Preparation</p>	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>To whom do we have to offer our solution?</p> <p>Focus on ESL differentiation</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>What customer segments are likely to prevent or hinder their choice of solution? or just not? IC</p> <p>Focus on SL differentiation</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>What solutions are available? What are the barriers, and how can we overcome them? the problem and how do we solve it? do we have a solution? or do we have a solution? or do we have a solution?</p> <p>Extract offline channels + flow</p>	<p>Extract offline channels + flow</p>
<p>Exploration</p>	<p>2. JOBS-TO BE DONE / PROBLEMS IBC</p> <p>What are the problems (Jobs) that our customers have? (Jobs) that our customers have? (Jobs) that our customers have?</p> <p>Explore from SL differentiation</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>What are the causes of the problem? What are the causes of the problem? What are the causes of the problem?</p> <p>Relationship between FL and EM</p>	<p>7. BEHAVIOUR BE</p> <p>What are the behaviours that our customers have? What are the behaviours that our customers have? What are the behaviours that our customers have?</p> <p>Extract online channels and flow through S-OL and CL</p>	<p>Extract online channels and flow through S-OL and CL</p>
<p>Reporting</p>	<p>3. TRIGGERS TR</p> <p>What are the triggers that our customers have? What are the triggers that our customers have? What are the triggers that our customers have?</p> <p>4. EMOTIONS: BEFORE, AFTER EN</p> <p>How do our customers feel before and after using our solution? How do our customers feel before and after using our solution? How do our customers feel before and after using our solution?</p>	<p>10. YOUR SOLUTION SL</p> <p>What is your solution? What is your solution? What is your solution?</p> <p>Extract offline channels and flow</p>	<p>8. CHANNELS OF BEHAVIOUR CH</p> <p>What are the channels of behaviour that our customers have? What are the channels of behaviour that our customers have? What are the channels of behaviour that our customers have?</p> <p>12. OFFLINE</p> <p>What are the offline channels that our customers have? What are the offline channels that our customers have? What are the offline channels that our customers have?</p>	<p>Extract offline channels and flow</p>

Report Option A: flight-booked through chatbot

Report-Option B: flight-booked through h