

Situation	Problem
<input type="checkbox"/> Low order conversion rate	<input type="checkbox"/> Higher number of products lying in the cart because of lower order conversion rate
Poor UX (User Experience)	Complex and confusing web platform, no budget for mobile app
Poor market penetration/expansion	No budget for acquiring new customers
Lack of loyalty programme	Promo codes, free delivery and cash back leads to revenue loss
Implication	Need-Payoff
<input type="checkbox"/> Certain items are reflected as out of stock, which adds another unhappy customer to the list	<input type="checkbox"/> More order conversion places the company in a better position to bargain with suppliers for better profit margins
Customers leave website after getting frustrated, increasing churn rate	Better UX leads to more revenue
Non optimal expansion leads to lower revenue	Better budget allocation leads to better revenue
Better customer retention and satisfaction	Leads to better revenue