**Team Spotlight**  
**Stage 2 Define**

# **Clustering Problem Area**

Diagram, timeline

Description automatically generated

As we proceed to stage 2 with the assistance of stage 1, The Spotlight team identified and highlighted the issues where our client gave emphasis on. Now as you can see from the diagram above, the *Problem Area* that the team created was made possible through the conducted client’s interview.

# **How – Might – We reimagine**

**How** can Akbay help solve the client’s issue? Imagine that one person in the business is handling two roles and some are challenged on how long it takes to finish the task in just one customer. What more if they have a lot of customers in a day?

Bringing more people **might** help solve the issue in terms of the overlapping roles in the business, however such a solution might not yet be feasible as they are still limited in the budgetary division. In its economics, Fleeky Curtains garners their customers online. When doing online selling, most of the tasks and transactions within the business happen digitally. Information is one being handled and second is using that information properly.

**We reimagine** the before and after implementation of the Akbay.

The Akbay app can lessen the process time of the staff in doing their activities in the business and to handle their orders efficiently without suffering too much time in looking over the activities that is currently involved in the business.

With the help of other technologies, Akbay can utilize the workflow of the staff and manage the control of the business in just checking on one application.

Since we empathize the clients pain points and goal, we the team can define the problems with the help of the empathy map, the pain & gain of the customer, the customer profiles, the client analysis, and their inputs from the said interview had let the team gained knowledge and direction of the project will be heading.

How might we reimagine?

1. How might we reimagine helping the Fleeky curtains employees to solve their management?
   1. We reimagine this by providing a better process and software that can automate the input process of the client.
2. How might we reimagine to help the Fleeky curtains employees to see their monthly sales?
   1. Reimagine providing a software that can see the monthly sales of their product through our software
3. How might we reimagine to solve their manual process of inputting data?
   1. This would be reimagined in a way where the client only must do a screenshot of the info of their customers and will be converted through text and after that It will now be automated into processing their booking of orders. And the data will be automatically saved through their data bank or excel file.
4. How might we rethink to provide a solution that can solve the problem that our client faces?
   1. We rethink that, what if we can provide a software that helps or aids business processes like SaaS (Software as a Service) to our client.
5. How might we redesign the concept of the business process of our client?
   1. The team would be able to redesign the business process of the client in a way where the team can lessen the workload of the client’s employees.
6. How might we reimagine to lessen the process time of our client?
   1. We reimagine in providing an upgrade and digitalize all the manual processes of the client within the business operations and combine all the possible features that can help the client lessen their process time through our software.