Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS
Tech startups in renewable energy, clean-tech companies, policymakers, analysts, and entrepreneurs seeking government funding insights.

6. CUSTOMER CONSTRAINTS
Limited financial resources, lack of data analysis expertise, time constraints, difficulty interpreting large budget documents.

5. AVAILABLE SOLUTIONS
Manual analysis of budget PDFs, news articles, policy reports, consulting firms. Cons: Time-consuming, complex data, lack of visualization and insights.

Explore AS, differentia

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS
Identify government funding support,

analyze budget allocations for renewable energy, plan R&D investments, and align business strategy with government priorities.

9. PROBLEM ROOT CAUSE RC
Union Budget data is large and unstructured; lack of easy-to-understand visual tools for startups to quickly identify relevant funding opportunities.

7. BEHAVIOUR BE
Users read budget reports, follow news, consult experts, manually compile data in spreadsheets for analysis.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS TR
Launching new R&D initiatives, funding shortages, new government budget announcements, policy changes in energy and sustainability sectors.

10. YOUR SOLUTION SL
An interactive Tableau-based dashboard system that visualizes Union Budget allocations (2021–2024) for renewable energy-related ministries and schemes, embedded in a web app using Flask for easy access and decision-making.

8. CHANNELS of BEHAVIOUR CH
Online: Government budget websites, news portals, analytics blogs. Offline: Business meetings, policy forums, startup

4. EMOTIONS: BEFORE / AFTER EM

Before: Uncertain, confused, worried about funding. After: Informed, confident, strategically prepared.