

<p><b>2. CUSTOMER SEGMENT(S)</b> Who is your target audience? Tourists &amp; Researchers &amp; Government Officials &amp; NGOs &amp; kids.</p>	<p><b>8. CUSTOMER CONSTRAINTS</b> Considerations to make to fit products to end users priorities</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Preservability</li> <li><input type="checkbox"/> Technical Skills</li> <li><input type="checkbox"/> Time</li> <li><input type="checkbox"/> Funding</li> <li><input type="checkbox"/> Language</li> <li><input type="checkbox"/> Interest</li> <li><input type="checkbox"/> Internet Access</li> <li><input type="checkbox"/> Limited Content due to limited available devices.</li> </ul>	<p><b>5. AVAILABLE SOLUTIONS</b> Available Solutions to fit products to user needs.</p>  <table border="1"> <thead> <tr> <th>Solution Type</th> <th>Share (%)</th> </tr> </thead> <tbody> <tr> <td>Tutorial</td> <td>30%</td> </tr> <tr> <td>Heritage Sites at Risk</td> <td>25%</td> </tr> <tr> <td>Share</td> <td>20%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> <tr> <td>Tutorials</td> <td>15%</td> </tr> <tr> <td>Blogs</td> <td>10%</td> </tr> </tbody> </table>	Solution Type	Share (%)	Tutorial	30%	Heritage Sites at Risk	25%	Share	20%	Total	100%	Tutorials	15%	Blogs	10%																																																																																																											
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<p><b>3. JOBS-TO-BE-DONE / PROBLEMS</b> Which jobs do the customers want done? What is their core focus on job done. There could be two specific job requirements.</p>	<p><b>8. PROBLEM ROOT CAUSE</b> What is the root cause of the problem? Lack of resources, poor training, lack of knowledge, or lack of motivation.</p>	<p><b>5. BEHAVIOUR</b> What does your customer really do? How often does the customer purchase products? What is the average purchase value? How many products does the customer buy per month?</p>																																																																																																																									
<p><b>4. TRIGGERS</b> What motivates customers to act? Need incentives, discounts, promotions, etc.</p>	<p><b>10. YOUR SOLUTION</b> What are your unique solutions that will solve your job-to-be-done? Define the solution with data.</p>  <table border="1"> <caption>Heritage Sites by Country</caption> <thead> <tr> <th>Country</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> <th>8</th> <th>9</th> <th>10</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>100</td> </tr> <tr> <td>2</td> <td>100</td> </tr> <tr> <td>3</td> <td>100</td> </tr> <tr> <td>4</td> <td>100</td> </tr> <tr> <td>5</td> <td>100</td> </tr> <tr> <td>6</td> <td>100</td> </tr> <tr> <td>7</td> <td>100</td> </tr> <tr> <td>8</td> <td>100</td> </tr> <tr> <td>9</td> <td>100</td> </tr> <tr> <td>10</td> <td>100</td> </tr> </tbody> </table>	Country	1	2	3	4	5	6	7	8	9	10	1	100	100	100	100	100	100	100	100	100	100	2	100	100	100	100	100	100	100	100	100	100	3	100	100	100	100	100	100	100	100	100	100	4	100	100	100	100	100	100	100	100	100	100	5	100	100	100	100	100	100	100	100	100	100	6	100	100	100	100	100	100	100	100	100	100	7	100	100	100	100	100	100	100	100	100	100	8	100	100	100	100	100	100	100	100	100	100	9	100	100	100	100	100	100	100	100	100	100	10	100	100	100	100	100	100	100	100	100	100	<p><b>4. CHANNELS of BEHAVIOUR</b></p> <p><b>8.1 ONLINE</b> What kind of actions do customers take online? Comment on discussions, share links, etc.</p> <p><b>8.1 OFFLINE</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Tableau Public</li> <li><input type="checkbox"/> Project Website (Flask)</li> <li><input type="checkbox"/> Online Forums</li> <li><input type="checkbox"/> Online Newsletter (Flask)</li> <li><input type="checkbox"/> Conference development</li> </ul>
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