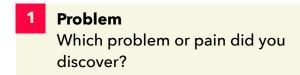
## **Problem sizing**



Users did not have accurate data about visitor count.



User segment (# users)

- Delegant the problem he affects a majority of users in the market
- > Faroundp10millionere in Especially local users that aren't part of a chain or franchise.

10,000



Frequency (# times/user)

- 1). The problem occours quiet often cur 2. On a yearly basis it
- occours at least 60-100 times especially during festive season

80

Rs. 56 Crore/Year



Severity (\$/time)

> 1...Users pend.around Rs: 700 every time to reduce the problem. 2. Solving the problem can save user upto Rupees 1 Lakh per year.

700

**Evolution: Boosters** 

>1LMost businesses need such insights during local festive Seasonsom your market

2. Economic growth further increases sales >and theregore boosts = the problem size.

**Evolution: Setbacks** 

- 1. Pandemics can cause a decline in the Pategraphic, Technological, 200 Economic Legal trends slowdown and
- emergence of online stores.
- What is the growth rate of these 3th Setbacks when it isn't a peak season.

## = Annual problem size



## **About this tool**