

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>A person who prefers online shopping is our customer.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div>Delay in delivery. Lack of feel of merchandise in online shopping Lack of interactivity in online shopping. Lack of shopping experience. Frauds in online shopping.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>Make your website more friendly. Provide customer reviews. Give a live chat options. Offer free shipping.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Unfriendly, Fraud, Complicated websites are the major problem which is to be rectified.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div><div>Unprofessional, Dated Design. Having a Poor On-site Search Engine. The Lack of Personalization. Missing or Unclear Product Information. Missing or fake product reviews.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div>Consumers search, select, purchase over the internet. Online shopping is used to compare prices, product, features.</div></div>	
	<div><div>3. TRIGGERS<div>TR</div></div><div>People in this society got fear on fake news spreading through the social media that triggers people not to believe online problems</div><div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>PROS: Excitement, happy, interest, enthusiasm CONS: sad, frightened, disappointment, angry</div></div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>Automated bot is created Inventory management software is installed Translator has to be coded Catalogue for ease use Connecting retailers for better offers to attract customers</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE Virtual, non-touch, insight on coustomer motivation and attitude. Ability ot shop 24/7,Discounts 8.2 OFFLINE Limited choices, feel and touch of products, get the product after you pay</div></div>	
Identify strong TR & EM	Identify strong TR & EM			