Who is your customer?

- Chatbot Shoppers:
  Shoppers who prefer the ease of contacting a chatbot to buy a product instead of search.
- Website shoppers:
  Shoppers who browse online to buy products.
- Discount seeking customers who often seek for discount in the product.

CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

- Available of similar sites with good discount
- Website speed and search function
- Quick finding of customer related products.
- Reviews and ratings can distract customers
- Customers cannot bargain

AVAILABLE SOLUTIONS

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?

- FAQ's to sort out queries of customers.
- Availability of refund and return option
- Search for a specific product through search bar.
- Showing similar product of selected product
- Category wise product arrangement.

JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?

- Presence of chatbot can help in asking and resolving customer queries.
- Customer review of a product.
- Availability of sort and filter option to show products relevant to customer.
- Showing a comparison between products.
- Showing products that are most relevant to them.
- Availability of refund and return policies.
- Track order option.

PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

- Network issue so that product could not load fast.
- Long delivery
- Poor Tracking
- Product research and cross shopping.

BEHAVIOUR

What does your customer do to address the problem and get the job done?

- Cross check and compare with other sites
- Purchase the product and write a review
- Dispose goods and services over the internet
- Monitoring and evaluation
- Identify the issues

TRIGGERS

- Easy return and refund policy
- Time consuming
- Social proof and novelty

EMOTIONS: BEFORE / AFTER

Before: Want to buy products on huge rush and frequently ask the vendor to show more products.
After: Anywhere anytime shopping and can easily see any number of products even if they don't buy.

YOUR SOLUTION

- Chatbot will recommend products related to the shoppers searching for.
- Get detailed information about the product and the product care.
- Availability of review and rating option to give their feedback about the product bought.
- Can compare products with various brands.

CHANNELS of BEHAVIOUR

ONLINE

Chat with chatbot
Buy products
Track and pay for the purchased products

OFFLINE

In place search for a relevant shop
Search for products by walk