

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Customers who are lazy enough to scroll down the products in their online shopping.

People who want some interaction from the app like an assist.

6. CUSTOMER CONSTRAINTS

CC

1. Middle class people may not have much knowledge about the chatbot feature. So they wont utilize it properly.
2. Everyone must have Smartphone.

5. AVAILABLE SOLUTIONS

AS

- Online shopping Apps like Flipkart, Amazon.
Example – Amazon alexa

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Customers search for the products manually and order them .
- They have to navigate several screens for booking the products

9. PROBLEM ROOT CAUSE

RC

Apps don't have a proper assist.
Due to improper guidance , the customer can face difficulties while placing the order.

7. BEHAVIOUR

BE

When inappropriate results gets displayed the customer gets irritated.

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

<p>3. TRIGGERS TR</p> <p>People want to make their life easier. Seeing their friends buying products easily, they also desire to do the same.</p>	<p>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> • By using chatbots the user's choices and order can be managed. • The chatbot can give recommendations to the users based on their interests. • It can promote the best deals and offers on that day. 	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>Online: They check for customer feedback about the particular app.</p> <p>Offline: They look for the quality of the products.</p>	<p>Identify strong TR & EM</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <ul style="list-style-type: none"> • They have many difficulties to choose their desired products. • After having a assistance like chatbot their job becomes easy 			