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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> DEALERS AGENCIES | 6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Contain fashion products spending power ,network connection | 5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Keep record of your conversation and actions, Give the Company Time to Fix the Problem. | Explore AS, differentiate |
| Focus on J&P, tap into BE, understand | 2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Identify the problem Analyze the problem Identify decision criteria Develop multiple solutions Choose the optimal solution | 9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Develop a detailed timeline of events that lead up to a failure, especially for those cases that are one-time occurrences. When we fix one again the new might will appear. | 7. BEHAVIOUR BE <p>Customer should use this platform to buy the all fashion items.</p> | Focus on J&P, tap into BE, understand |
| Identify strong TR & EM | 3.TRIGGER TO ACT TR <ul style="list-style-type: none"> Time Trust Value Belonging Competition 4.EMOTIONAL BARRIERS <ul style="list-style-type: none"> Relaxed Feels great | 10.SOLUTION SL <p>To create best platform to purchase fashion recommended with the help of chatbot .here we will implement a better collaborative filtering for better accuracy.</p> | 8. BEHAVIOUR CH <ul style="list-style-type: none"> A marketing channel consists of firms that have banded together for their common good. ; Each channel member plays a specialized role in the channel. Ideally, because the success of individual channel members depends on overall channel success, all channel firms should work together smoothly. | Extract online & offline CH of BE |