**AS**

**5. AVAILABLE SOLUTIONS**

* Keep record of your conversation and actions,
* Give the Company Time to Fix the Problem.
* Contain fashion products
* spending power ,network connection

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

* DEALERS
* AGENCIES

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

**Extract online & ofﬂine CH of BE**

**Identify strong TR & EM**

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

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

**4.EMOTIONAL BARRIERS**

* Relaxed
* Feels great
* 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.

**CH**

**8. BEHAVIOUR**

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

**SL**

**10.SOLUTION**

To create best platform to purchase fashion recommended with the help of chatbot .here we will implement a better collaborative filtering for better accurancy.

**TR**

**3.TRIGGER TO ACT**

* Time
* Trust
* Value
* Belonging
* Competition

Customer should use this platform to buy the all fashion items.

**BE**

**7. BEHAVIOUR**

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

**RC**

**9. PROBLEM ROOT CAUSE**

* 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.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

* Identify the problem
* Analyze the problem
* Identify decision criteria
* Develop multiple solutions
* Choose the optimal solution