on J&P, tap into BE, understand RC

1. CUSTOMER SEGMENT(S)

CS

A user who wishes to experience modern fashion designs via an online application instead of incenter shopping.

6. CUSTOMER CONSTRAINTS



- Unavailability of POD(Pay On Delivery).
- Longer delivery time ie) maximum of 2 to 3 weeks.
- Fear of getting damaged goods.
- Fear of getting other products instead of what they ordered.

5. AVAILABLE SOLUTIONS



- Via chatbot, one can derive a proper solution.
- Another way is to call or mail the queries, which will be provided on the application.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- To check the availability of stocks.
- Updating newer and trendy collections.
- Hazzle free payments and shipments.

9. PROBLEM ROOT CAUSE



- Unavailability of stock
- Government rules and regulations
- Supply chain issues

7. BEHAVIOUR



- User can call the customer care number to get the necessary information.
- User can call the particular company to claim warranty and to clear their doubts.

CH

strong TR

3. TRIGGERS

TR

Fear of missing out ie) announcing crazy deals and offering lower price than the competitors.

4. EMOTIONS: BEFORE / AFTER



Ordered with higher price -> price reduced after placing order -> feeling robbed -> cancelling the placed order -> reordering with new reduced price.

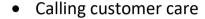
10. YOUR SOLUTION

Creating a chatbot with a filter option to reduce the navigation and promoting or recommending the best deals of the day based on the users' interests.

8. CHANNELS of BEHAVIOUR

ONLINE

SL



- Mailing
- Contact through WhatsApp

OFFLINE

• Going to service center