

## 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

CC

- 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

AS

- 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&amp;P

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

## 9. PROBLEM ROOT CAUSE

RC

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

## 7. BEHAVIOUR

BE

- 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.

Identify strong TR & EM	<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>Fear of missing out ie) announcing crazy deals and offering lower price than the competitors.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>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.</p>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p>ONLINE</p> <ul style="list-style-type: none"> <li>• Calling customer care</li> <li>• Mailing</li> <li>• Contact through WhatsApp</li> </ul> <p>OFFLINE</p> <ul style="list-style-type: none"> <li>• Going to service center</li> </ul>	Identify strong TR & EM
	<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>Ordered with higher price -&gt; price reduced after placing order -&gt; feeling robbed -&gt; cancelling the placed order -&gt; reordering with new reduced price.</p>			