

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS A user who is willing to buy clothes online	6. CUSTOMER CONSTRAINTS CC The website navigates through several screens to buy online and also its time consuming.	5. AVAILABLE SOLUTIONS AS The existing solution is that apps like Ajo. Pros are it recommend clothes but cons is that ser have to manually choose the offers so they would not know about existing offers.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P To develop a chatbot for customers to help them recommend clothes and make easy and time consuming to buy clothes online.	9. PROBLEM ROOT CAUSE RC The admin may find it difficult to monitor database and user may find it time consuming .	7. BEHAVIOUR BE Customer just want to log in to the website. A pop-up for chatbot will address them and they just want to chat with chatbot to know about the offers and discount which will be entertaining for customers.	
	3. TRIGGERS TR Opening a website, a pop-up for chatbot will trigger chatbot	10. YOUR SOLUTION SL The solution is to build a chatbot which will help customers to get best deal and which is user friendly that customers find easy while buying clothes.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Customer on online have to just chat with chatbot 8.2 OFFLINE Customer on offline can view the products that they have saved.	
Identify strong TR & EM	4. EMOTIONS: BEFORE / AFTER EM Before-user will be lost and confused After-User will be in control and would save time			Extract online & offline CH of BE