Purpose / Vision

To satisfy coustomer needs

Version:

1. CUSTOMER SEGMENT(S)

Our customer is one who does online shopping than preferring offline.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES

Lack of interaction, Lack of touch with items, Trial sections are not present, Site crash,

5. AVAILABLE SOLUTIONS PLUSES & MINUSES

Shopping cart development

Discounts and coupons

2. PROBLEMS / PAINS + ITS FREQUENCY

Having a poor On-site search.

Lack of assistance.

Privacy concerns.

Commutication barrier

9. PROBLEM ROOT / CAUSE

Model VS Reality

shoppers buy only 5% of the time they visit ecommerce websites and other non-buying tasks that compare prices, product, occount for 95% of times.

7. BEHAVIOR + ITS INTENSITY

Global presence

Backup and Restore

Consumers search, select, purchase, use, over the internet. It is used to

3. TRICCERS TO ACT

People in this society got fear on fake news spreading through the social media that triggers people not to beleive online problems

4. EMOTIONS BEFORE / AFTER

PROS: Excitement, happy, interest, enthusiasm

10. YOUR SOLUTION

Automated bot is created Inventary management software is installed Translator has to be coded Catalogue for ease use Conneting retailers for better offers to attract customers

8. CHANNELS of BEHAVIOR

ONLINE

features.

Virtual, non-touch, insight on coustomer motivation and attitude. Ability ot shop 24/7, Discounts

OFFLINE

Limited choices, feel and touch of products, get the product Ottorio II DOLL