Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Our client prefers internet purchasing over traditional brick and mortar stores.

6. CUSTOMER CONSTRAINTS

Lack of interaction, Inability to touch objects, There are no trial parts. Model VS Reality website crash

5. AVAILABLE SOLUTIONS AS

Online shoppers browse, decide, buy, and use products. It is employed to compare costs, goods, and characteristics.

Explore AS, differentiate

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

2. PROBLEMS/PAINS J&P

Having a bad local search.

Lack of support.

Privacy issues.

Communication roadblock

9. PROBLEM ROOT CAUSE RC

Restore and Backup Development of a shopping cart Discounts and discounts worldwide presence

7. BEHAVIOUR BE

Only 5% of shoppers visit e-commerce websites with the intention of making a purchase; the remaining 95% of visitors are doing something else.

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

3. TRIGGERS TO ACT

TR

People in our society are afraid of fake news circulating on social media, which makes them less likely to suffer from online issues.

10. YOUR SOLUTION SL

A robotic bot is developed
Software for inventory management has been set up.
A coded translator is required.
Catalog that is easy to use
negotiating better deals with shops to draw customers

8.CHANNELS of BEHAVIOUR CH

ONLINE
Information on client motivation and attitude via virtual, non-touch technology having a 24-hour store.
OFFLINE
Discounts limited options, feel and touch of things, and receiving the product only after paying

Identif

4. EMOTIONS: BEFORE / AFTER		
PROS: Excitement, happy, interest enthusiasm CONS:Sad frightened, disappointment		