

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Customer who are interested on latest trending fashion items and also purchasing items through interaction 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Customer need to have proper network connection to use the application. Items may take 2-3 days for delivery. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Chatbot is used to interact with the customer to know the interests and needs of the customer This is a good alternative to the traditional method of searching for products. 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Better recommendation of the product based on the customer requirement and interest along with best offers. Helping the customer to have track of the product they ordered. Helping the admin in collecting customer feedback 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Best remote shopping experience 24/7 available customer service. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Customer Data Integrity. Interaction based purchasing. 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Less Customer Service Cost Better Customer Satisfaction. 4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Took longer time to process adn request query. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Chatbot based recommendation over the traditional search based recommendation gives the customer better suggestion of product and satisfaction of buying product through interaction 	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <ul style="list-style-type: none"> Serve customer with consistent level of quality 8.2 OFFLINE <ul style="list-style-type: none"> Make sure the customer is aware of the availability of chatbot and its usage. 	Identify strong TR & EM