

<div>1. CUSTOMER SEGMENT(S)</div> <div><ul style="list-style-type: none">Sales PersonsDiscount SeekersWandering CustomersCommon people</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div><ul style="list-style-type: none">Unclear return and guarantee policiesLack of security on websites that don't implement stringent cyber security measuresAdditional charges apart from product chargesDigital payment failures</div>	<div>5. AVAILABLE SOLUTIONS</div> <div><p>sector is focusing more on cashless transactions and customers are getting more informed about making payments</p><p>Ecommerce issues of conflicting virtual-physical nature can also be ruled out if you collaborate with vendors that have easy return policies.</p></div>	<div>AS</div> <div>C</div>
<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>J&P</div> <div><ul style="list-style-type: none">Analyze dataEnsure customers are able to access the data they require regarding products.Improve site navigationProvide more payment options</div>	<div>9. PROBLEM ROOT CAUSE</div> <div>RC</div> <div><ul style="list-style-type: none">Online shopping platforms not easily accessible to the customers.Relevant data not being provided, hence unsatisfied consumers.</div>	<div>7. BEHAVIOUR</div> <div>BE</div> <div><ul style="list-style-type: none">Contact the customer care for any issues regarding the product and delivery.Submit feedback and reviews once product is received.</div>	
<div>3. TRIGGERS</div> <div>TR</div> <div><ul style="list-style-type: none">Scarcity of the required productUrgency that encourages immediacy of productSocial proof which also offers customer security</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div><ul style="list-style-type: none">To reduce the price for shipping modes.To clear the damage & transaction problems within 24 hours.To forecast sales of time to predict future sales across countries</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div><div>8.1 ONLINE</div><div>Information about the order placed</div><div>8.2 OFFLINE</div><div>Visit traditional stores or contact salesman for buying any product</div></div>	

	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>BEFORE</div><div>Customer is left anxious and uneasy</div><div>AFTER</div><div>Customer is satisfied and delighted</div></div>			
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