

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Users <p>(Example : Shoppers like Price-Sensitive Shoppers. Experience Shoppers. Ready-to-Purchase Shoppers. Latest Product Shoppers. Research Shoppers.)</p>	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Network Issues. Additional Delivery Charges. Payment Failures. Poor Tracking. Missing or Fake Product Reviews. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Using chatbot, we can manage user's choices and orders. Providing recommendations to the users, based on their interests. Best Offers and Deals via Chatbot. Better Tracking of Orders. 	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"> The user will login into the website and go through the products available on the website. The user can directly talk to Chatbot regarding the products. Get the recommendations based on information provided by the user. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Adapting to new technologies Security Reliability Poor Tracking 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Searching for Better Fashion Recommender Platforms. Finding the better Customer Service. Finding for the best deals and offers. Best and Reliable Products. 	Focus on J&P, tap into BE, understand RC
Identify Strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Through advertisements , The users are triggered in fashion. Seeing Neighbours using the application <hr/> 4. EMOTIONS: BEFORE / AFTER EM <p>Before : Anxiety , Decision Fatigue.</p> <p>After : Peaceful , Satisfied.</p>	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Implementation of Interactive Chatbots. Providing effective Recommendations. Instant Notifications regarding the status of the order. Providing reliable information of the products and customer reviews. 24 x 7 Customer services. 	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE:</p> <ul style="list-style-type: none"> Order and Payments through online. Tracking of products. <p>8.2 OFFLINE:</p> <ul style="list-style-type: none"> Purchasing and manual billing. Buy the products from the salesperson directly. 	Identify Strong TR & EM