

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

The main customers for our project are:

Persons who are in need of
fashion products like adults/teenagers.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Internet connection failure.
- Damage and quality of the fabric issues.
- Additional shipping charges.
- Compulsion of digital payments.
- Fear of getting mismatched products.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

PROS

- Customers can get day to day updates through our website.
- Easily accessible.
- Chatbot helps customers to search product in a easy way.

CONS

- Sometimes chatbot provides the undesirable product for customer.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Problem of retrieving undesirable products to the customer will be solved.
- Searching and buying of desirable products from remote places.
- Chatbot helps users to find products quickly.
- Filtering products easily.

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?

What is the back story behind the need to do this job?

i.e. customers have to do it because of the change in regulations.

- Customer need to deal with the current fashion trends.
- Searching for products by wasting time will be reduced through this website.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- Stable internet connectivity is required.
- Products from the authentic brands will be available.
- For some fixed amount there will be no shipping charges.
- Easy way of making digital payments.

3. TRIGGERS**TR**

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Comparison with the fellow beings
- Getting jealous about the neighbor's fashion style.

4. EMOTIONS: BEFORE / AFTER**EM**

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

BEFORE:

- Lack of awareness about the upgraded fashion products.
- Person having low self- esteem of wearing
- outdated products.
- No time to go for shopping.

AFTER:

- Busy scheduled person could buy through online shopping.
- Customers can happily wear the current upgraded products.

10. YOUR SOLUTION**SL**

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

It is a website where fashion products can be purchased easily using chatbot. Customers can search for the products using this chatbot. Filter option helps the customer to get the desired products. Chatbot will be available 24/7 which can be used by the new user also. All the product details will be stored in the cloud can be accessed through API.

8. CHANNELS of BEHAVIOUR**CH****ONLINE**

What kind of actions do customers take online?
Extract online channels from #7

- First, Customer must sign up and sign in to the website to buy the product.
- Through internet customer make digital payments.

OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- In offline mode, website cannot be utilized