Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

A user who wishes to experience modern fashion designs via an online application instead of incenter shopping.

6. CUSTOMER CONSTRAINTS — CC

- Unavailability of POD(Pay On Delivery).
- Longer delivery time ie) maximum of 2 to 3 weeks.
- Fear of getting damaged goods.
- Fear of getting other products instead of what they ordered.

5. AVAILABLE SOLUTIONS — AS

Via chatbot, one can derive a proper solution. Another way is to call or mail the queries, which will be provided on the application.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- To check the availability of stocks.
- Updating newer and trendy collections.
- Hazzle free payments and shipments.

9. PROBLEM ROOT CAUSE — RC

- Unavailability of stock
- Government rules and regulations
- Supply chain issues

7. BEHAVIOUR — BE

- User can call the customer care number to get the necessary information.
- User can call the particular company to claim warranty and to clear their doubts.

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

3. TRIGGERS

TR

Fear of missing out ie) announcing crazy deals and offering lower price than the competitors.

4. EMOTIONS: BEFORE / AFTER

EM

Ordered with higher price -> price reduced after placing order -> feeling robbed -> cancelling the placed order -> reordering with new reduced price.

10. YOUR SOLUTION

SL

Creating a chatbot with a filter option to reduce the navigation and promoting or recommending the best deals of the day based on the users' interests.

8. CHANNELS of BEHAVIOUR ONLINE

CH

- Calling customer care
- Mailing
- Contact through WhatsApp

OFFLINE

- Going to service center