

1. CUSTOMER SEGMENT(S) CS

CUSTOMER CONSTRAINTS CC

5. AVAILABLE SOLUTIONS AS

- Smart Fashion Recommender which
- To collect data about our visitors and leverage it to make better product suggestions and recommendations
- Understanding customer inquiries, their
- Most of the solution available in the internet hosts a lot of adds limiting its usability.
- Needs a proper network connection
- Smart Fashion Recommender Chatbot is developed in thisproject.

9. PROBLEM ROOT CAUSE RC

7. BEHAVIOUR BE

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

- Customers are those who want to purchase fashion items in a short time

- For No-Pressure Shopping Experiences
- Customer service will be available for 24/7

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 dothese

solutions have? i.e. pen and paper is an alternative to digital notetaking

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

associated: customers spend free time on volunteering work (i.e. Greenpeace)

2. JOBS-TO-BE-DONE / PROBLEMS J&P

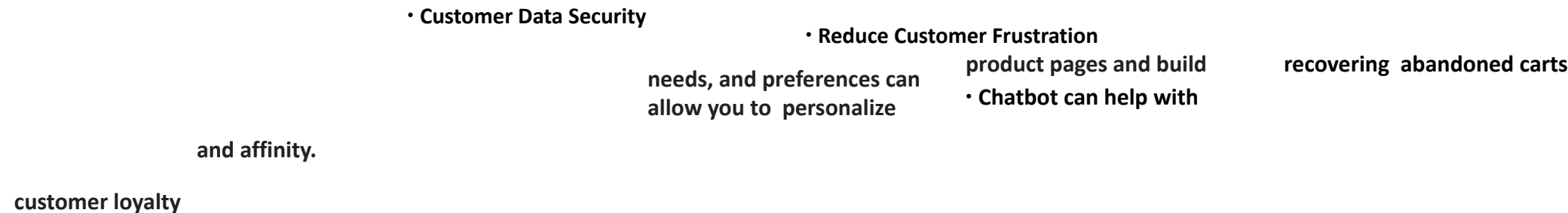
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

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.

are supported in many browsers

i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly

• Seamless Real-Life Interaction



**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.

- Improve Lead Generation.
- Reduce Customer Service Costs.

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

**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.

## 8. CHANNELS of BEHAVIOUR **CH**

8.1 ONLINE

• Able to serve customers with a

• Monitor Consumer Data to Gain Insights.

**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.

- Took longer time to process and respond to the query
- Instead of navigating to several screens for booking products online, the user can directly talk to Chatbot regarding the products.

consistent level of quality in a short

period of time across different

channels,

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use

them for customer development.

- **Make sure they are aware of the usage of the chatbots**