

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? All age group people including teenagers and adults.	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? Due to synonymy, the system might get confused on providing suggestions.	5. AVAILABLE SOLUTIONS AS Which solutions are available to customers when they face a problem or need to get the job done? What are the pros and cons of the solution? They can use chatbot whenever they feel stuck or the application shows irrelevant suggestions.	Explore AS, differentiate
	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. Customers are provided with more accurate and personalized suggestions which lead to customer satisfaction.	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? Sometimes the personalized recommendation system might get confused with using same words for different products.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? Customers can provide feedback when they want a special feature or new addition. They can approach HELP option when want guidance for the application.	
Focus on J&P, tip into BE, understand RC	3. TRIGGERS TR What triggers customers to act? Seeing their friends and acquaintances following the latest trends offers in popular luxury brands and improving their fashion style. 4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job afterward? Customers will feel low and disturbed than feeling confident and motivated.	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 behavior. Can give the options to the customers and make them select on the product they specified.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Customers can precisely mention whatever products they need. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Customers can get help from the people working in the store.	Focus on J&P, tip into BE, understand RC