CH

1. CUSTOMER SEGMENT(S) i.e. working parents of 0-5 v.o. kids

Define

CS

fit into

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Who is your customer?

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J&P

- Adolescents(under 15 year old)
- Working people

6. CUSTOMER CONSTRAINTS

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.

- Smartphones requirement
- Network connection
- Need of Credit/Debit card

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the

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

Smart fashion Recommender shows lots of new collections

Team ID: PNT2022TMID32100

- PROS: Easy to purchase
- CONS: Old browsers may not support the website

2. JOBS-TO-BE-DONE / PROBLEMS

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

- Customers don't need to preinstall anything.
- They can easily access website anytime and interact with chatbot to continue their shopping

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do i.e. customers have to do it because of the change in regulations.

- Customer have to do online shopping, because every time they want to purchase they have to search for shops and reaching it takes a long time.
- It's not sure, all the time shops maintains the availability of products. Cost of the product is also quite costlier than online products.

7. BEHAVIOUR

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)

- Customers have to access the website whenever they wish to purchase
- They can track their order, once the product is shipped.

3. TRIGGERS

Whattriggerscustomerstoact?i.e.seeingtheirneighbourinstalling solarpanels,readingaboutamore efficientsolutioninthenews.

- By seeing others buying products online
- By the recommendation of friends who purchase

4. EMOTIONS: BEFORE / AFTER

Howdocustomersfeelwhentheyfaceaproblemorajobandafterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before using online shopping, customers have to travel long distance for purchase, which causes more time and additional spending of money. Travel and rush → relax, Quick home delivery Unwanted expenses → low cost(offers)

Ifyouareworkingonanexistingbusiness, writedownyour current solution first, fill in the canvas, and check how much it fits

If you are working on an ewbusiness proposition, then keep it blank until you fill in the can vas and come up with a solution that fits a constant of the convergence of the convergenwithincustomer limitations, solves a problem and matches customer behaviour.

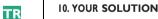
- Smart Fashion Recommender website is integrated with Chatbot.
- This chatbot can recommend products based on our interest
- It can also send notification to customer for every updates in the website(tracking product).



Whatkindofactionsdocustomerstakeonline?Extractonlinechannelsfrom#7

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- account/logging in, adding products to cart and purchasing are done online
- Once the product is delivered to the destination, customer have to get it offline.



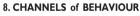
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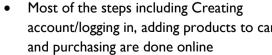
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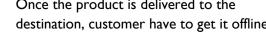
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