

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> -Wandering customers -Need-based shoppers -Discount seekers -Impulse Buyers -Loyal customers 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> -The mdel can only make recommendations based on existing interest of the user 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> -Collaborative based filtering technique -Content based filtering techniques -Hybrid approach 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> -Unprofessional Dated Design -Unhelpful cusstomer service -Lack of personalization -Quality level -Long waits 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> -Poor tracking -Logistics -Long delivery 	7. BEHAVIOUR BE <p>Consumers search - select - purchase - use - dispose of goods & products over internet</p>	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> -Scarcity -Urgency, Reciprocity -Social proof & Novelty 	10. YOUR SOLUTION SL <p>Based on the search history & selected product the recommendation will be suggested accordingly with extra features.</p>	8. CHANNELS of BEHAVIOUR CH <p>8.1. Online Consumers -Search -Select -Buy -Pay</p> <p>8.2. Offline Consumers -Get -Use -Give Feedback</p>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> -Issues on product quality -Logistic related problems -Payment issues -Hidden cost -Ambiguous website policies 			