Define

CS,

fit into

CC

Identify Stiong I'R &

1. CUSI'OMER SEGMENI'(S)



Useís

(Example: Shoppeís like Píice-Sensitive Shoppeís. Expeíience Shoppeís. Ready-to- Puíchase Shoppeís. Latest Píoduct Shoppeís. Reseaích Shoppeís.)

6. CUSPOMER CONSPRAINTS



- Netwoik Issues.
- Additional Deliveíy Chaíges.
- Payment Failuíes.
- Pooí l'íacking.
- Missing of Fake Píoduct Reviews.

5. AVAILABLE SOLUPIONS



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- Using chatbot, we can manage usei's choices and oídeís.
- Píoviding íecommendations to the useís, based on theií inteíests.
- Best Offeis and Deals via Chatbot.
- Betteí l'íacking of Oídeís.

2. JOBS-l'O-BE-DONE / PROBLEMS



- **1** he useí will login into the website and go thíough the píoducts available on the website.
- 1 he useí can diíectly talk to Chatbot iegaiding the pioducts.
- Get the iecommendations based on infoimation piovided by the usei.

9. PROBLEM ROOL CAUSE



- Adapting to new technologies
- Secuiity
- Reliability
- Pooí l'íacking

7. BEHAVIOUR



- Seaíching foí Betteí Fashion Recommendeí Platfoíms.
- Finding the betteí Customeí Seívice.
- Finding foí the best deals and offeís.
- Best and Reliable Píoducts.

8. CHANNELS of BEHAVIOUR

3. l'RIGGERS



- 1'híough adveítisements, 1'he useís aíe tíiggeíed in fashion.
- Seeing Neighbouís using the application

10. YOUR SOLUPION



- Implementation of Interactive Chatbots.
- Píoviding effective Recommendations.
- Instant Notifications íegaíding the statusof the oídeí.
- Píoviding íeliable infoímation of the píoducts and customeí íeviews.
- 24 x 7 Customeí seívices.

ONLINE:



- Oídeí and Payments thíough online.
- l'íacking of píoducts.

OÏÏLINE:

- Puíchasing and manual billing.
- Buy the píoducts fíom the salespeíson diíectly.

4. EMOl'IONS: BEÏORE / AÏl'ER



MBefoie: Anxiety, Decision Fatigue.

Afteí: Peaceful, Satisfied.