

Define CS, fit into

1. CUSTOMER SEGMENT(S)

CS

1. Youngster.
2. Especially women.
3. Kids(14-18age)

6. CUSTOMER

CC

1. Limitation for delivery a products (time &date).
2. Applicable for all persons .
3. Follow a recommended products.

5. AVAILABLE SOLUTIONS

AS

1. Check wether it is original or fake product.
2. Choose the correct products for your(user)needs.
3. To see the rating and reviews of the product before buy it.

Explore AS,

Focus on J&P, tap into BE.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

To be done:

1. Inventory Maintance
2. Consumable supplies
3. Future challenges
4. Assurance for the products
5. New trend
6. Brand awareness

Problems:

1. Challenges in delivering a correct poduct.
2. Fake product reviews.
3. Lacks of security.
4. Privacy leaks.

9. PROBLEM ROOT CAUSE

RC

1. The user don't know how to use the application.
2. Insecurity of delivery a products
3. Some errors or bugs in website.
4. Network lags

7. BEHAVIOUR

BE

1. convenience.
2. ease of use.
3. saves lot of time.

Focus on J&P, tap into BE.

3. TRIGGERS

The buyers are triggered when adding a free gift or sample with a purchase and advertise it right on the page and also when their friend or neighbour buy a new product.

TR

10. YOUR SOLUTION

- 1.A user friendly application
- 2.Interaction with chatbots.
- 3.Engage customers.

4. EMOTIONS: BEFORE / AFTER

EM

Before:

- 1.Feel afraid and sad
- 2.Confused

After:

- 1.Immediate
- 2.Secure
- 3.Satisfaction.



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SL

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

Best channela are:

1. Instagram
2. Youtube
3. Website.

8.2 OFFLINE

It is difficult to increase the scalability (n number of user to million users).