

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Online shopping persons all are our customers Shoppers who prefer the ease of contacting a chatbot to buy a product instead of search 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Website speed and search function Customers cannot bargain Customer cannot bargain Customer can't able to touch the Product. Customer needs an active internet connection 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Quick finding of customer related products. Customer can return the product and exchanged it. If the product get delayed ,they can contact us and check the reason. 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> The chatbot helps in resolving customer queries. Availability Sort and show products relevant to customer. Track order option Refund and return policies. Customer Review 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Network issues Due to improper guidance , the customer can face difficulties while placing the order. Cross- Shopping Poor Logistics 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Complain in the Suggestion Area or Customer Care Identify the issue Cross check and compare with other sites Purchase the product and write a review • 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Social proof and novelty No need to spend a lot of time searching for their style of clothing. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Chat bot will recommend the product and give detailed information about the product. We can compare various models or brands Write review to give their feedback about the product bought. 	8. CHANNELS of BEHAVIOUR CH <p>ONLINE</p> <ul style="list-style-type: none"> Chat with chatbot Buy items Less effort and can save time. <p>OFFLINE</p> <ul style="list-style-type: none"> Search for a shop that sells their style Search for products 	Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER

EM

Feeling Sad and Frustration and unable to keep up with trends > Self Confidence is boosted and able to express themself