

Focus & Topics	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Working professionals, Students, Fashion designers, Influencers, Travelers, etc.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>The user doesn't want to navigate around old-fashioned products and doesn't want to waste time on searching for casuals or any other themed outfits.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Categories, Menus, Items, Search bar, Sales and discount offers etc.</div>
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>An employee needs to purchase a formal outfit for an important meeting with higher officials, But it doesn't suggest current trends and only shows a few of the latest outfits, and it takes more time to search for the right product.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>When searching for the right product, it is difficult to navigate to the required product and it takes more time.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Find the right cloth for their fashion Calculate the price and quality</div>
	<div>3. TRIGGERS<div>TR</div></div> <div>Seeing others trying new trends or fashion on a special occasion without spending most of their time in navigation4edx</div> <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Before - Frustrated and disappointed on spending too much time to select the right product through navigation. After- They are (cheerful) to use filter options in chatbot to find the right product within few seconds.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>Creating a chatbot with a filter option to reduce the navigation and promoting or recommending the best deals of the day based on the users' interests</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>8.1 ONLINE It is easy to access, High availability, User friendly.</div> <div>8.2 OFFLINE Users need to spend a lot of time searching for the dress and have to spend money on travelling.</div>