

Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S)

CS

It is used by everyone from young to old.

6. CUSTOMER REQ.

CC

Mobile Phone with network connection.

5. AVAILABLE SOLUTIONS

AS

Can get the latest designs, easy access to the goods from our place of comfort.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

We develop a chat bot to communicate with customers.
We recommend the items based on user's interest.

9. PROBLEM ROOT CAUSE

RC

- Lack of time for travelling
- Not interested in outdoor shopping
- Laziness

7. BEHAVIOUR

BE

Search on their preferred designs and sizes.
Can also get assistance from the chat bot on their shopping.
At last place the orders online itself.

3. TRIGGERS

TR

Craze on discounts, offers and Variety of models.

4. EMOTIONS: BEFORE / AFTER

EM

Before: Confusions on place of purchase
After : Easily access the place of purchase via online.

10. YOUR SOLUTION

SL

In that we have include the chat bot.
It helps for all the problems in the applications.
It helps to identify the user's interest.

8. CHANNELS OF BEHAVIOUR

CH

Online :
For online shopping.
Benefits:
Reducing the travel time
No travel cost
Discount and Offer