# Who is your customer?

• Chatbot Shoppers:

Shoppers who prefer the ease of contacting a chatbot to buy a product instead of search.

• Website shoppers:

Shoppers who browse online to buy products.

• Discount seeking customers who often seek for discount in the product.

#### CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

- Available of similar sites with good discount
- Website speed and search function
- Quick finding of customer related products.
- Reviews and ratings can distract customers
- Customers cannot bargain

#### AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons dothese solutions have?

- FAQ's to sort out queries of customers.
- Availability of refund and return option
- Search for a specific product through search bar.
- Showing similar product of selected product
- Category wise product arrangement.

# JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?

- Presence of chatbot can help in asking and resolving customer queries.
- Customer review of a product.
- Availability of sort and filter option to show products relevant to customer.
- Showing a comparison between products.
- Showing products that are most relevant to them.
- Availability of refund and return policies.
- Track order option.

## PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

- Network issue so that product could not load fast.
- Long delivery
- Poor Tracking
- Product research and cross shopping.

# **BEHAVIOUR**

What does your customer do to address the problem and get the job done?

- Cross check and compare with other sites
- Purchase the product and write a review
- Dispose goods and services over the internet
- Monitoring and evaluation
- Identify the issues

# **TRIGGERS**

- Easy return and refund policy
- Time consuming
- Social proof and novelty

## **EMOTIONS: BEFORE / AFTER**

Before: Want to buy products on huge rush and frequently ask the vendor to show more products. After: Anywhere anytime shopping and can easily see any number of products even if they don't buy.

## YOUR SOLUTION

- Chatbot will recommend products related to the shoppers searching for.
- Get detailed information about the product and the product care.
- Availability of review and rating option to give their feedback about the product bought.
- Can compare products with various brands.

## CHANNELS of BEHAVIOUR

# ONLINE

Chat with chatbot
Buy products
Track and pay for the purchased products

# OFFLINE

In place search for a relevant shop Search for products by walk