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1. CUSTOMER SEGMENT(S)

CS

Working professionals, Students, Fashion designers, Influencers, Travelers, etc.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

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.

3. TRIGGERS

TR

Seeing others trying new trends or fashion on a special occasion without spending most of their time in navigation

4. EMOTIONS: BEFORE / AFTER

EM

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.

6. CUSTOMER CONSTRAINTS

CC

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.

9. PROBLEM ROOT CAUSE

RC

When searching for the right product, it is difficult to navigate to the required product and it takes more time.

10. YOUR SOLUTION

SL

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

5. AVAILABLE SOLUTIONS

AS

Categories, Menus, Items, Search bar, Sales and discount offers etc.

7. BEHAVIOUR

BE

Find the right cloth for their fashion Calculate the price and quality

8. CHANNELS of BEHAVIOUR

- 8.1 ONLINE  
It is easy to access, High availability, User friendly.
- 8.2 OFFLINE  
Users need to spend a lot of time searching for the dress and have to spend money on travelling.