



Identify strong TR & EM	3. Triggers: Of internet user's top reasons to shop online, an easy return policy is one of them. Many friends and their neighbours are using it. Time consuming.	TR	10. Your Solutions: Chat bot will recommend the product. Get detailed information about the product. We can compare various models or brands.	SL	8. Channels of Behaviour: Online: Less effort and can save time. We can get the product from the house. Offline: Takes more time and more effort. We need go to the store to buy the product.	CH	Extract online & offline CH of BE
	4. Emotions: Before: They want to buy products on huge rush in shops. This leads to frustration, stresses. After: Easily buy products through Internet using mobile and other	EM					