

What triggers customers to act?

How do customers feel when they face a problem or a job and afterwards?

What kind of actions do customers take online? Extract online channels from #7

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

PROBLEM SOLUTION FIT TEAM ID:PNT2022TMID43960

SMART FASHION RECOMMENDER

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 do these 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 customer?

- 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

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

- policies.
- Track order option.

- Identify the issues