

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS A girl who is studying in college	6. CUSTOMER CONSTRAINTS CC 1.Issue related to product quality 2.Logistic related problems 3.Payment issues 4.Hidden cost 5.Ambiguous website policies	5. AVAILABLE SOLUTIONS AS 1.Mailing the issues to the official website 2.Report an issue 3.By calling Customer care number 4.By giving feedback	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Related jobs -With an understanding of these related jobs, and which, if any, are underserved, a company can devise solutions that help its customers get multiple jobs done, making its product more valuable. Emotional jobs -These inputs are valuable when it comes to creating a value proposition that incorporates both functional and emotional components, which strongly connect with customers. The purchase decision job -This is the job that the purchase decision maker executes using a financial lens try to decide which product or service to acquire.	9. PROBLEM ROOT CAUSE RC Unprofessional data design- Visuals Always make the first and often most important impression when you first meet someone, or visit a website. Even if your business is perfectly legitimate, negative impressions can often deter customers from buying. Having a poor onsite search engine- This is perhaps one of the most overlooked features of the ecommerce customer experience. So let's break it down a bit. Not handling zero results pages as opportunities- A no results found page is a great way to impress potential customers. There are many things you can do if there are no products matching your search query. Offer tips, suggest similar results, or suggest alternative contact methods.	7. BEHAVIOUR BE 1.By contacting customer service number 2.By FAQ sessions 3.By mailing the problems to the the official website 4.By giving feedback	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR 1.when they don't get a required product 2.if the application does not work efficiently 3.If they don't get a order in a correct time 4.tf they get a incorrect or less quality product	10. YOUR SOLUTION SL 1.Ask, Ask and Ask. 2.Identify the Problem. 3.Formulate Solutions. 4.Deliver the Solution. 5.Follow up with Customers.	8.CHANNELS of BEHAVIOR CH 8.1 ONLINE 1.They have to report a issue in their application 2.Make a complaint 3.Return policies 8.2 OFFLINE Go ask the seller about their problems and get solve them.	Identify strong TR & EM

	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>If the customer face a problem the customer should get anger but if they are fixed it could</div>		
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