Define CS, fit into CL / **Explore AS, differentiate**

1. CUSTOMER SEGMENT(S) `CS`

who are your customers?
customers who wants to buy a product with easy search of all branded items in one place with less price and high qualitty

6. CUSTOMER LIMITATIONS `CL`
EG. BUDGET, DEVICES

what constraints prevent customers from taking actions or limit their actions?
- High delivery charges or delay in delivery
- Damaged product delivery
- Less secure in online payment

5. AVAILABLE SOLUTIONS `AS`
PROS & CONS

which solutions are available to the customers when they face the problem or get the job done?
- By chat bots, we provide better customer recommendations
- Providing a better products with safe delivery

Focus on PR, tap into BE, understand RC / **Focus on PR, tap into BE, understand RC**

2. PROBLEMS / PAINS `PR`
+ ITS FREQUENCY

which jobs to be done do you address for your customer

The user must login into webpage and our chatbot response to the use recommendation and show all the best we have with customer preference.
order must be delivered quickly with best tracking system.

9. PROBLEM ROOT / CAUSE `RC`

what is the problem that the problem exists?
- During festival times may face network traffics and not on time delivery issue
- May be slight variations in dresses on delivery than they ordered
- Failed in delivery tracking
- Sometimes customer service not available

7. BEHAVIOR `BE`
+ ITS INTENSITY

what does your customer do to address the problem and get the job done?
- Searching for best fashion and good product
- Giving a best deals from sellers to customers

Identify strong TR & EM / **Extract online & offline CH of BE**

3. TRIGGERS TO ACT `TR`

what triggers customer to act
- From Advertisements
- Their friends ,neighbours or relatives using that app

4. EMOTIONS `EM`
BEFORE / AFTER

how do customers feel when they feel face problem and afterwards?
- Before : frustrated, Decision Fatigue.

  After : calm , Satisfied

10. YOUR SOLUTION `SL`

if you are working on an existing business,write down on your current solution first,fill in the canvas and check how much it fits reality ?
- making interactive chatbots for customers to easily search for online product purchases
- providing all information about the products with effective recommendation and also providing product status information

8. CHANNELS of BEHAVIOR `CH`

ONLINE

what kind of actions do customers take in online?
- Search,order and payment through online
- Tracking the delivery products

OFFLINE
what kind of actions do customers take in offline?
- Get to know about the design from manually or any other source for searching purpose