

Problem-Solution fit canvas 2.0

1. CUSTOMER SEGMENT(S) Age, gender, location, browsing habits, interests, and even the devices we use, say a lot about our shopping habits. They influence what we buy, why we buy, and how often we spend money.	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> • Quality issues • Delivery and logistics • Digital payment failures • Additional charges • Unclear return and guarantee policies • Lack of security 	5. AVAILABLE SOLUTION <ul style="list-style-type: none"> • Generally, the search bar option is available when a customer or user needs to find the desired product. • However, occasionally this can lead to the user or customer finding a product that is unrelated to what they were looking for.
2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none"> • Navigating between various screens to make an online purchase. This one is the grumpy one. • Typically, e-commerce features include searching for a user's product may take more time. 	9. PROBLEM ROOT CAUSE <ul style="list-style-type: none"> • Making an online purchase while navigating between numerous screens. The grouchy one is this one. • When a customer visits your e-commerce website, they expect to easily and quickly locate what they're looking for. 	7. BEHAVIOUR <ul style="list-style-type: none"> • A key priority is convenience. • Simple access on all devices • Availability of omnichannel shopping • Uncomplicated payment • Quick and dependable shipping
3. TRIGGERS <ul style="list-style-type: none"> • Utilize the personal touch • Encourage loyalty 4. EMOTIONS: BEFORE / AFTER BEFORE The search bar option is available when a customer or user needs to find the desired product AFTER <ul style="list-style-type: none"> • Chatbot is like talking to a human which may make it easier for people to find the product. 	10.YOUR SOLUTION <ul style="list-style-type: none"> • You can directly do your online shopping based on your choice without any search. It can be done by using a chatbot. • User recommendations can be made by the chatbot depending on their interests. • It may advertise the day's top specials and promotions. • It will keep a database of the customer's information and orders. • If the order is accepted, the chatbot will notify the customer 	8.CHANNELS OF BEHAVIOR ONLINE <ul style="list-style-type: none"> • In order to purchase a specific commodity or service, the customer must first register online at the relevant website. • A customer adds a good or service to their "shopping cart" when they like it. OFFLINE Warehouseman collects products specified in an order.