PROBLEM SOLUTION FIT SMART FASHION RECOMMENDER TEAM ID: PNT2022TMID46979

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 #7and use them for customer development.

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|  | 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 dothese 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**     * 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 policies. * Track order option. | **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 * Identify the issues |  |
|  | **TRIGGERS**   * Easy return and refund policy * Time consuming * Social proof and novelty | **YOUR SOLUTION CHANNELS of BEHAVIOUR**   * Chatbot will recommend products related   **ONLINE**  to the shoppers searching for.   * Get detailed information about the Chat with chatbot   product and the product care. Buy products | |  |
| **EMOTIONS: BEFORE / AFTER**  Availability of review and rating option to Track and pay for the purchased products  Before: Want to buy products on huge rush and give their feedback about the product **OFFLINE**  frequently ask the vendor to show more products. bought. In place search for a relevant shop After: Anywhere anytime shopping and can easily  Can compare products with various brands. Search for products by walk  see any number of products even if they don’t buy. | | |