

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

□ Customers are those who want to purchase fashion items in a short time

Focus on J&P, tap into BE,

2. JOBS-TO-BE-DONE / PROBLEMS
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

J&P

• To collect data about our visitors and leverage it to make better product suggestions and recommendations

• Understanding customer inquiries, their needs, and preferences can allow you to personalize product pages and build customer loyalty and affinity.

Identify strong TR & EM

3. TRIGGERS
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

TR

• Improve Lead Generation.

• Reduce Customer Service Costs.

• Monitor Consumer Data to Gain Insights.

6. CUSTOMER CONSTRAINTS
What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

CC

• Most of the solution available in the internet hosts a lot of adds limiting its usability.

• Needs a proper network connection

9. PROBLEM ROOT CAUSE
What is the real reason that this problem exists? What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

RC

• For No-Pressure Shopping Experiences

• Customer service will be available for 24/7

• Chatbot can help with recovering abandoned carts

5. 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 these solutions have? i.e. pen and paper is an alternative to digital notetaking

AS

• Smart Fashion Recommender which are supported in many browsers

• Smart Fashion Recommender Chatbot is developed in this project.

7. BEHAVIOUR
What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits associated: customers spend free time on volunteering work (i.e. Greenpeace)

BE

• Seamless Real-Life Interaction

• Customer Data Security

• Reduce Customer Frustration

10. YOUR SOLUTION
If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

SL

□ Instead of navigating to several screens for booking products online, the user

8. CHANNELS of BEHAVIOUR
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

CH

• Able to serve cu consistent level of quality in

Explore AS,

Focus on J&P, tap into BE,

with a different

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

☐ Took longer time to process and respond to the query

can directly talk to Chatbot regarding the products.

period of time across use of the channels,
8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from # and them for customer development.
☐ Make sure they are aware of the chatbots

