PROBLEM-SOLUTION FIT CANVAS

Your Digital Grocery Store Experience

Purpose / Vision

SHOPSMART

1. CUSTOMER SEGMENT(S)

- Working professionals
- Students in hostels or PGs
- Elderly people
- Health-conscious individuals
- Tech-savvy urban shoppers

3. JOBS-TO-BE-DONE

- Buving groceries quickly without standing in long quees
- Having fresh fruits ovegetales delivered to your doorstep
- Find the healthlest food options easily

5. AVAILABLE SOLUTIONS

- Local supermarkels (affling)
- Other grocery delivery apps (jex Biabashet: Zepto)
- Whatsnpo grouup orders
- Visiting Kirana shops mamually

8. CHANNELS OF BEHAVIOUR

Online app/webstisite shopping

Notifications, reminders via SMS/app

Emall for promations

Online reviews influencing trust

9. PROBLEM ROOT CAUSE

A smart, user-friendly online grocery platform

TRIGGERS

Frustrated, fired, everwhelined confused

EMOTIONS BEFORE/AFTER

An smart_home smarter cart solution

6. CUSTOMER CONSTRAINTS

Direct actions ‹‹

Direct
Search online for delivery-apps

Compare Items and delivary slots

Emall for promo-tions ‹‹

10. SOLUTION

A smart, user-friendly online grocery platform

- Providing personalized food/ product suggestions
- Offers-express-deliver for essentials
- Include smart cart & past-order tracking
- Chat-bot support for elderly/less tech-savvy users
- Works well on both web and mobile

EMOTIONS

Relieved
In control
Time saved
Satisfied

SOUTION

A smart
user friendly
online grocery
platform

Providing personalized food/product suggestions

Improvider express for essentials