1. CUSTOMER SEGMENT(S) CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

1.Everyone
Example:
Men,Women,
Youngsters,
childrens and so on.

6. CUSTOMER CONSTRAINTS CC

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.

1.Network connections and no online
payment for some value products.

2.Users need to search for products and
navigate across screens to view the
product,add them to the cart, and order products

5. AVAILABLE SOLUTIONS AS

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

1.Using different algorithms for effective
interaction and response from chatbot.

2.Easy to explore products.

2. JOBS-TO-BE-DONE / PROBLEMS J&P

1.Determine the input given by the Users.
2.Helps user to navigate easily
3.User friendly
4. Chatbots understands the customer concerns
and assists them
just right, round the clock.

9. PROBLEM ROOT CAUSE RC

1.Security

2.Adapting new technologies

3.Business model

4.Society

7. BEHAVIOUR BE

1.Collecting data and help user to use the
application cool.
2. Find right products that the user wants.
3. Conversion of Chatbot leads customer better
experience and feasibility.
4.Chatbots using shopping serve as a powerful
lead generation tool for online retailers.

3. TRIGGERS TR

1.Have you ever had a decision fatigue?
2.Seeing neighbours using chatbot.

4. EMOTIONS: BEFORE / AFTER EM

Before: Anxiety,
Decision fatigue.

After: Clearmind,
Peacefullness.

10. YOUR SOLUTION SL

1.Creating an Interactive Chatbot.

2.Responsive Design for every screen sizes.

3.24/7 Interaction.

4.Online Payment

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE

Social Media-Brand through Social Media
Online-Orders through online and Payments too.
Subscription based services

8.2 OFFLINE

Stores- Sales person at store
Manual billing, manual selection.