**CS**

**1. Customeís Segment:** Online shopping peísons all aíe ouí customeís. Fíom all age gíoups.

**Define CS, fit into CL**

**CC**

## 6. Customeí Constíaints:

You cannot baígain.

You can’t able to touch the

Píoduct.

**AS**

## Available Solutions:

**Explore AS, differentiate**

Saves time and effoíts.

ľhe convenience of shopping at home.

Good discounts oí loweí píices. Wide vaíiety of píoducts aíe available.

**Ïocus on PR, tap into BE, undeístand RC**

## 2. Píoblems/ Pains: PR



**Ïocus on PR, tap into BE, undeístand RC**

In existing platfoíms theíe is no use of chat bot foí íecommendations. But it contains of chat bot foí the íecommendations.

## 9. Píoblem Root Cause: RC

Convenience and ease of use aíe the main íeasons people buy at websites. Shoppeís only buy 5% of the time visit e- commeíce sites: facilitate píoduct íeseaích, cíoss- shopping, and otheí non-buying tasks that account foí 95% of visits if you want to tuín people into loyal useís.

* 1. **Behaviouí: BE** Behaviouí is the píocess by which consumeís seaích foí, select, puíchase, use, and dispose of goods and seívices, oveí the inteínet.

**ľR**

**3. ľíiggeís:**

Of inteínet useí’s top íeasons to shop online, an easy íetuín policy is one of them.

Many fíiends and theií neighbouís aíe using it. ľime consuming.

**Identify stíong ľR & EM**

**SL**

## 10. Youí Solutions:

Chat bot will íecommend the píoduct.

Get detailed infoímation about the píoduct.

We can compaíe vaíious models oí bíands.

**CH**

* 1. **Channels of Behaviouí:** Online: Less effoít and can save time.

**Extíact online & offline CH of BE**

We can get the píoduct fíom the house.

Offline: ľakes moíe time and moíe effoít.

We need go to the stoíe to buy the píoduct.

**EM**

**4. Emotions:**

Befoíe: ľhey want to buy

píoducts on huge íush in shops. ľhis leads to fíustíation, stíesses.

Afteí: Easily buy píoducts thíough

Inteínet using mobile and otheí