

Project Design Phase-I Problem – Solution Fit Template

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID25604 |
| Project Name | Smart Fashion Recommender Application |
| Maximum Marks | 2 Marks |

Template:

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| <p>1. CUSTOMER SEGMENT(S) CS</p> <p>Age, gender, location, browsing habits, interests, and even the devices we use, say a lot about our shopping habits. They influence what we buy, why we buy, and how often we spend</p> | <p>6. CUSTOMER CONSTRAINTS CC</p> <ul style="list-style-type: none"> • Quality issues • Delivery and logistics • Digital payment failures • Additional charges • Unclear return and guarantee policies • Lack of security | <p>5. AVAILABLE SOLUTIONS AS</p> <ul style="list-style-type: none"> ▶ Generally, the search bar option is available when a customer or user needs to find the desired product. ▶ However, occasionally this can lead to the user or customer finding a product that is unrelated to what they were looking for. |
| <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <ul style="list-style-type: none"> • Navigating between various screens to make an online purchase. This one is the grumpy one. • Typically, e-commerce features include searching for a user's product may take more time. | <p>9. PROBLEM ROOT CAUSE RC</p> <ul style="list-style-type: none"> • Making an online purchase while navigating between numerous screens. The grouchy one is this one. • When a customer visits your e-commerce website, they expect to easily and quickly locate what they're looking for. | <p>7. BEHAVIOUR BE</p> <ul style="list-style-type: none"> • A key priority is convenience. • Simple access on all devices • Availability of omnichannel shopping • Uncomplicated payment • Quick and dependable shipping |
| <p>3. TRIGGERS TR</p> <ul style="list-style-type: none"> • Utilize the personal touch • Encourage loyalty <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>BEFORE The search bar option is available when a customer or user needs to find the desired product</p> <p>AFTER Chatbot is like talking to a human which may make it easier for people to find the product</p> | <p>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> * You can directly do your online shopping based on your choice without any search. It can be done by using a chatbot * User recommendations can be made by the chatbot depending on their interests * It may advertise the day's top specials and promotions * If the order is accepted, the chatbot will notify the customer | <p>8. CHANNELS of BEHAVIOUR CH</p> <p>ONLINE</p> <ul style="list-style-type: none"> • In order to purchase a specific commodity or service, the customer must first register online at the relevant website. • A customer adds a good or service to their "shopping cart" when they like it <p>OFFLINE Warehouseman collects products specified in an order.</p> |