

# PROJECT DESIGN PHASE - I

## PROBLEM SOLUTION FIT

Date	28 September 2022
Team ID	PNT2022TMID02826
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

### Problem-Solution Fit canvas

Purpose / Vision

SMART FASHION RECOMMENDER APPLICATION

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>Chatbot Shoppers who prefer the ease of contacting a chatbot to buy a product instead of search.</li> <li>Website shoppers who browse online to buy products.</li> <li>Discount seeking customers who often seek for discount in the product.</li> </ul>	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> <li>Website speed and search function.</li> <li>A quick finding of customer-related products.</li> <li>Reviews and ratings can distract customers.</li> <li>Customers cannot bargain.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PROS &amp; CONS</small> <ul style="list-style-type: none"> <li>FAQs to sort out queries of customers.</li> <li>Availability of refund and return option.</li> <li>Search for a specific product through the search bar.</li> <li>Showing similar products of the selected product.</li> <li>Category-wise product arrangement.</li> </ul>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span>PR</span> <ul style="list-style-type: none"> <li>The presence of a chatbot can help in asking and resolving customer queries.</li> <li>Customer review of a product.</li> <li>Availability of sort and filter options to show products relevant to customers.</li> <li>Showing a comparison between products.</li> <li>Showing products that are most relevant to them.</li> <li>Availability of refund and return policies.</li> <li>Track Order option.</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Network issue so that product could not load fast.</li> <li>Long delivery.</li> <li>Poor Tracking.</li> <li>Product research and cross shopping.</li> <li>During the festival, times may face network traffics and not-on-time delivery issue.</li> <li>May be slight variations in dresses on delivery than they ordered.</li> <li>Sometimes customer service is not available.</li> </ul>	<b>7. BEHAVIOR + ITS INTENSITY</b> <span>BE</span> <ul style="list-style-type: none"> <li>Cross-check and compare with other sites.</li> <li>Purchase the product and write a review.</li> <li>Dispose goods and services over the internet.</li> <li>Monitoring and evaluation.</li> <li>Identify the issues.</li> <li>Searching for the best fashion and good product.</li> <li>Giving the best deals from sellers to customers.</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> <ul style="list-style-type: none"> <li>Easy return and refund policy.</li> <li>Time-consuming.</li> <li>Social proof and novelty.</li> <li>Through advertisements, the users are triggered.</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>A chatbot will recommend products related to the shoppers' search.</li> <li>Get detailed information about the product and the product care.</li> <li>Availability of review and rating options to give their feedback about the product bought.</li> <li>Can compare products with various brands.</li> <li>To provide a fashion recommender filter that clears their fashion queries.</li> <li>And save the customer-related queries for future recommendation.</li> </ul>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <div>ONLINE</div> <ul style="list-style-type: none"> <li>Chat with chatbot.</li> <li>Buy products.</li> <li>Track and pay for the purchased products.</li> </ul> <div>OFFLINE</div> <ul style="list-style-type: none"> <li>In place search for a relevant shop.</li> <li>Search for products by walk.</li> <li>Purchasing and manual billing.</li> <li>Buy the products from the salesperson directly.</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> <li><b>Before:</b> Want to buy products on huge rush and frequently ask the vendor to show more products.</li> <li><b>After:</b> Anywhere anytime shopping and can easily see any number of products even if they don't buy.</li> </ul>			



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