PROJECT DESIGN PHASE-I
PROBLEM _ SOLUTION FIT
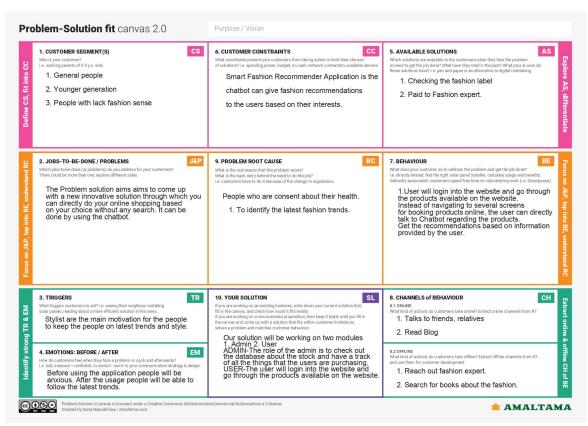
Date	19 September 2022
Team ID	PNT2022TMID02701
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-solution aims to come up with a new innovative solution through which you

can directly do your online shopping based on your choice without any search. It can be

done by using the chatbot.

Purpose:

❑ Solve complex problems in a way that fits the state of your customers.
❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
❑ **Understand the existing situation in order to improve it for your target group.**

Problem-Solution fit canvas 2.0 — Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids
1. General people
2. Younger generation
3. People with lack fashion sense

Define CS, fit into CC

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.
Smart Fashion Recommender Application is the chatbot can give fashion recommendations to the users based on their interests.

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. Checking the fashion label
2. Paid to Fashion expert.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.
The Problem solution aims aims to come up with a new innovative solution through which you can directly do your online shopping based on your choice without any search. It can be done by using the chatbot.

Focus on J&P, tap into BE, understand RC

9. PROBLEM ROOT CAUSE — RC
What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.
People who are consent about their health.
1. To identify the latest fashion trends.

7. BEHAVIOUR — BE
What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)
1. User will login into the website and go through the products available on the website. Instead of navigating to several screens for booking products online, the user can directly talk to Chatbot regarding the products. Get the recommendations based on information provided by the user.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS — TR
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.
Stylist are the main motivation for the people to keep the people on latest trends and style.

4. EMOTIONS: BEFORE / AFTER — EM
How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.
Before using the application people will be anxious. After the usage people will be able to follow the latest trends.

Identify strong TR & EM

10. YOUR SOLUTION — SL
If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.
Our solution will be working on two modules 1. Admin 2. User
ADMIN-The role of the admin is to check out the database about the stock and have a track of all the things that the users are purchasing.
USER-The user will login into the website and go through the products available on the website.

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7
1. Talks to friends, relatives
2. Read Blog

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.
1. Reach out fashion expert.
2. Search for books about the fashion.

Extract online & offline CH of BE

Problem-Solution it canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 license
Created by Daria Nepriakhina / Amaltama.com

★ AMALTAMA

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe