PROJECT DESIGN PHASE-I PROBLEM SOLUTION FIT

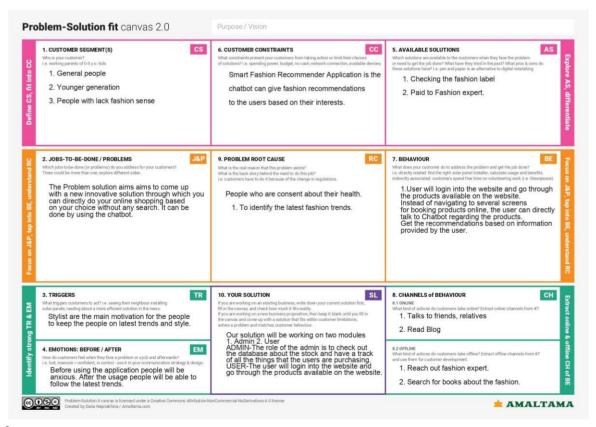
Date	19 September 2022
Team ID	PNT2022TMID02701
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

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.



References:

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