PROJECT DESIGN PHASE-I
PROBLEM – SOLUTION FIT

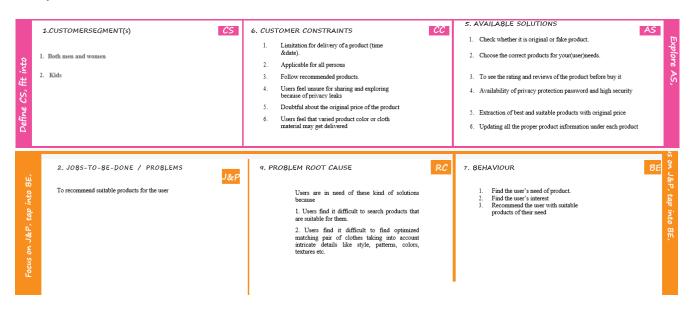| Date	19 September 2022
Team ID	PNT2022TMID02751
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that we have found a problem with our customer and that the solution we have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

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 andbuilding trust by solving frequent annoyances, or urgent or costly problems.
- ❑ **Understand the existing situation in order to improve it for your target group.**

Template:

Identify strong TR & EM

Extract online & offline CH of BE