

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 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.**

Template:

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS,
	1. Both men and women 2. Kids	1. Limitation for delivery of a product (time & date). 2. Applicable for all persons 3. Follow recommended products. 4. Users feel unsure for sharing and exploring because of privacy leaks 5. Doubtful about the original price of the product 6. Users feel that varied product color or cloth material may get delivered	1. Check whether it is original or fake product. 2. Choose the correct products for your(user)needs. 3. To see the rating and reviews of the product before buy it 4. Availability of privacy protection password and high security 5. Extraction of best and suitable products with original price 6. Updating all the proper product information under each product	
Focus on J&P, tap into BE,	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE,
	To recommend suitable products for the user	Users are in need of these kind of solutions because 1. Users find it difficult to search products that are suitable for them. 2. Users find it difficult to find optimized matching pair of clothes taking into account intricate details like style, patterns, colors, textures etc.	1. Find the user's need of product. 2. Find the user's interest 3. Recommend the user with suitable products of their need	

Identify strong TR & EM	<div>3. TRIGGERS</div> <div>The buyers are triggered when adding a free gift or sample with a purchase and advertise it right on the page and also when their friend or neighbor buy a new product.</div>	TR	<div>10. YOUR SOLUTION</div> <div>1. A user friendly application</div> <div>2. <u>Interaction</u> with chatbots.</div> <div>3. Engage customers.</div>	SL	<div>8. CHANNELS of BEHAVIOUR</div> <div>ONLINE</div> <div>Best channels are:</div> <div>1. Instagram</div> <div>2. YouTube</div> <div>3. Website.</div> <div>OFFLINE</div> <div>It is difficult to increase the scalability (a number of user to million users).</div>	CH	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>Before:</div> <div>1. Feels doubtful and unsure</div> <div>2. Confused</div> <div>After:</div> <div>1. Immediate</div> <div>2. Satisfaction.</div>	EM					