Ideation Phase
Define the Problem Statements

Date	19 October 2022
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - *what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a student	I am trying to buy a formal dress for college event	I can't find perfect match	Either the brand or colour doesn't suit	I don't have any choice in choosing right brand.
PS-2	I am a bride	Looking for wedding and reception dress	Could not able to choose right dress	Availability of wide variety of products	Like I'm overthinking regarding how my dress should looks like.
PS-3	I am an Average Man	Buy clothes to attend family function.	could not find dress of my desire	Product price not within the budget	Give up and move for other ecommerce site