## PROJECT DESIGN PHASE-I PROBLEM – SOLUTION FIT

Date	19 September 2022
Team ID	PNT2022TMID02772
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

## **Problem – Solution Fit Template:**

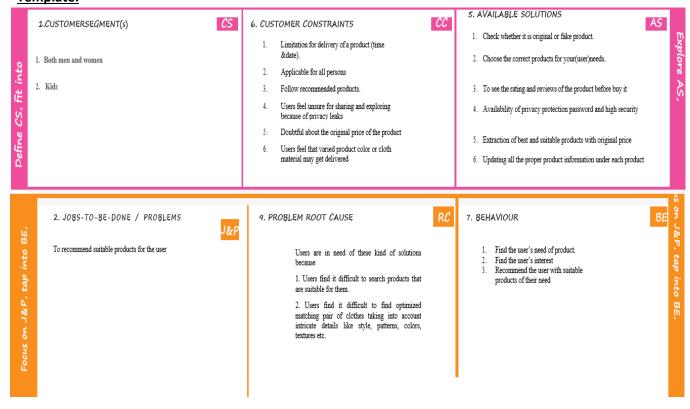
The Problem-Solution Fit simply means that we have found a problem with our customer and that the solution we have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

## **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:**



3. TRIGGERS  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.	TR	10. YOUR SOLUTION  1.A user friendly application  2.Interaction with chatbots.  3.Engage customers.	SL	8. CHANNELS of BEHAVIOUR ONLINE Best channels are: 1. Instagram 2. YouTube 3. Website.	СН
4. EMOTIONS: BEFORE / AFTER	ЕМ			OFFLINE It is difficult to increase the scalability (n number of user to million	
Before:				users).	
1. Feels doubtful and					
unsure					
2. Confused					
After:					
1.Immediate					
2. Satisfaction.				3	