**PROJECT DESIGN PHASE – I**

**PROBLEM - SOLUTION FIT**

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| --- | --- |
| Team ID | PNT2022TMID07598 |
| Project Name | Project – SKILLS/JOB RECOMMENDER |
| Maximum Marks | 4 Marks |



**1. CUSTOMER SEGMENT(S)**

• Common man (12+ years)

• Fashionista

• Celebrity

• Fashion Stylist

**2. JOBS-TO-BE-DONE / PROBLEMS**

Build a solution through which a user can directly do their online shopping based on their choice without any search by using a ‘chatbot’.

 Purpose / Vision **CS 6. CUSTOMER CONSTRAINTS**

• No cash or budget

• Network facilities

• Available devices

**J&P**

**9. PROBLEM ROOT CAUSE**

Customers with busy schedules, choose to shop online. They wish to be updated and try out the latest trends.

**CC**

**5. AVAILABLE SOLUTIONS**

Customers tries to purchase fashion products from local shops and other fashion apps where they spend a lot of time to get their desired products.

The solution provides smart recommender (chatbot), cool offers, and flexible return policies for easy shopping.

**RC 7. BEHAVIOUR**

• Try fashion applications other than what customers are

currently using.

• Go to various shops spending lots of time and energy which may or

may not be a benefit to them.

• Visit directly to places where particular products are meant for, i.e.,

for examples people visit Kanchipuram for Kanchipuram silk sarees.

**AS**  **BE**

**3. TRIGGERS**

• Offers

• Trendy clothes at cheaper price

• Return policy

• Chatbot that helps in recommendation

**TR**

**10. YOUR SOLUTION**

The solution is to build a chatbot that helps customers to recommend fashion products based on his/her choice without any search.

It asks customers as many questions as it needed for better recommendation.

**SL**

8. **CHANNELS of BEHAVIOUR**

8.1 ONLINE

Try fashion applications other than what customers are

• currently using.

8.2 OFFLINE

• Go to various shops spending lots of time and energy which may or

**CH**

**4. EMOTIONS: BEFORE / AFTER EM**

may not be a benefit to them.

• Visit directly to places where particular products are meant for, i.e., for examples people visit Kanchipuram for Kanchipuram silk sarees.

• Disappointed > Satisfied, after getting affordable fashion goods

• Frustrated > Contented, after seeing trendy, branded collections of desired products