Ideation Phase
Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID22603
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

Customer Problem Statement :

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	customer	buy clothes	i can't spend time for stores	I am working 9-5 job	Frustrated
PS-2	Celebrity	Buy clothes which is trending in fashion	the current fashion trend is not assured	my expectation is not fulfilled	Dissatisfied
PS-3	College student	Buy Trendy clothes with my pocket moneys	couldn't decide	I can't choose which type of clothes suits me	Disappointed
PS-4	girl	buy traditional	old models are not availabe	i like traditional	Anger

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