

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID08162
Project Name	Project – SMART FASHION RECOMMENDER APPLICATION
Maximum Marks	2 Marks

Problem Statement (PS)	I am (Customer)	I am trying to	But	Because	Which makes me feel
PS-1	Influencer	Order products in bulk	I am facing payment errors	I could not reach site, no proper guidance	Dissatisfaction
PS-2	Traveller	Navigate to Products that smoothen my bon voyage	The Search Bar is not easy to spot and personalize search suggestion	The algorithm is not sure enough to distinguish the products	Irritated and angry
PS-3	Designer	Order products with high quality	I am facing product quality issues	Many products are in the same name of the original product	Frustrated
PS-4	Shopper & runs offline shop	Order products when I feel its profitable	I am facing delivery and logistics issues	Products often do not get delivered within speculated time	Annoyed
PS-5	Stylist	Order products when it is in trend	I am facing hidden cost issues	E-commerce marketplaces often charge hidden cost after the purchase is finalised	Betrayed
PS-6	Fashion Buyer	Order products that is speech of the town	I am facing incorrect shipping address	Navigation is not proper	Dejected