PROJECT DESIGN PHASE – I

PROBLEM - SOLUTION FIT

Date	26 September 2022
Team ID	PNT2022TMID32664
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS

- Common man (12+ years)
- Fashionista
- Celebrity
- Fashion Stylist

6. CUSTOMER CONSTRAINTS — CC

- No cash or budget
- Network facilities
- Available devices

5. AVAILABLE SOLUTIONS — AS

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.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

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

9. PROBLEM ROOT CAUSE — RC

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

7. BEHAVIOUR — BE

- 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.

3. TRIGGERS — TR

- Offers
- Trendy clothes at cheaper price
- Return policy
- Chatbot that helps in recommendation

10. YOUR SOLUTION — SL

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.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

- Try fashion applications other than what customers are currently using.

4. EMOTIONS: BEFORE / AFTER — EM

- Disappointed > Satisfied, after getting affordable fashion goods
- Frustrated > Contented, after seeing trendy, branded collections of desired products

8.2 OFFLINE

- 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.