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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) <ul style="list-style-type: none"> • Early adopters. • Late majority • Affluent customers. • Fashion victims. • Value-oriented customers | 6. CUSTOMER CONSTRAINTS <p>The fashion industry has a notoriously loyal customer base, with brands continually presenting consumers with the latest trends and must have items. However online fashion markets have become increasingly competitive, especially since more brands took as the COVID-19 pandemic forced them to find alternatives to brick-and-mortar stores.</p> | 5. AVAILABLE SOLUTION <ul style="list-style-type: none"> • Smart Fashion Recommender which are supported in many browsers • Smart Fashion Recommender Chatbot is developed in this project. | Explore AS, differentiate |
| Focus on J&P, tap into BE, | 2. JOBS-TO-BE-DONE / PROBLEMS <p>Brands need to be able to position themselves in the mind of consumers, so that they may be recalled to perform a specific job, which requires the users to purchase a product or service they want to get done.</p> | 9. PROBLEM ROOT CAUSE <p>Retailers must provide fashion that is affordable to all income brackets while respecting their societal responsibilities for sustainable production</p> | 7. BEHAVIOUR <p>There is a recommendation system to provide useful feedback on what a user might potentially want to buy, based on their previous choices. A chatbot is also available to provide a sense of personalized shopping and seamless service.</p> | Focus on J&P, tap into BE, |
| | | 10. YOUR SOLUTION <ul style="list-style-type: none"> • Instead of navigating to several screens for booking products online, the user can directly talk to Chatbot regarding the products. | 8.CHANNELS of BEHAVIOUR <ul style="list-style-type: none"> • Able to serve customers with a consistent level of quality in a short period of time across different channels | |
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| | 3. TRIGGERS TR <ul style="list-style-type: none"> • Improve Lead Generation. • Reduce Customer Service Costs. • Monitor Consumer Data to Gain Insights 4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> • Took longer time to process and respond to the query | | | |

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