

Project Design Phase-I Problem – Solution Fit

Date	19 September 2022
Team ID	PNT2022TMID05569
Project Name	Project – Smart Fashion Recommender Application
Maximum Marks	2 Marks

Solution Fit:

<div style="background-color: #f8d7da; padding: 5px; font-size: 0.8em; font-weight: bold;">Define CS, fit into CC</div> <div style="padding: 10px;"> <p>1. CUSTOMER SEGMENT(S) CS</p> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <div style="border: 1px solid #007bff; padding: 5px; margin-top: 10px;">Men, Women, Children</div> <div style="border: 1px solid #007bff; padding: 5px; margin-top: 5px;">[All Ages]</div> </div>	<div style="background-color: #fff3f3; padding: 5px; font-size: 0.8em; font-weight: bold;">Explore AS, differentiate</div> <div style="padding: 10px;"> <p>6. CUSTOMER CONSTRAINTS CC</p> <p><small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small></p> <div style="border: 1px solid #007bff; padding: 5px; margin-top: 10px;">Money, Network Connection</div> </div>	<div style="background-color: #fff3f3; padding: 5px; font-size: 0.8em; font-weight: bold;">Explore AS, differentiate</div> <div style="padding: 10px;"> <p>5. AVAILABLE SOLUTIONS AS</p> <p><small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small></p> <div style="border: 1px solid #007bff; padding: 5px; margin-top: 10px;">Online shopping of clothes</div> <p style="margin-top: 5px;">Pros: Easy to buy Cons: So many collections are available, it sometimes provide dress that are not in trend</p> </div>
<div style="background-color: #fff3cd; padding: 5px; font-size: 0.8em; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div style="padding: 10px;"> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></p> <div style="border: 1px solid #007bff; padding: 5px; margin-top: 10px;"> -Providing ontrend clothes -Providing recommendations based on our choices -Automated process used to recommend without human intervention </div> </div>	<div style="background-color: #fff3cd; padding: 5px; font-size: 0.8em; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div style="padding: 10px;"> <p>9. PROBLEM ROOT CAUSE RC</p> <p><small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small></p> <div style="border: 1px solid #007bff; padding: 5px; margin-top: 10px;">User doesn't know which cloth to by and are not at par with current trend</div> </div>	<div style="background-color: #fff3cd; padding: 5px; font-size: 0.8em; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div style="padding: 10px;"> <p>7. BEHAVIOUR BE</p> <p><small>What does your customer do to address the problem and get the job done? i.e. Directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small></p> <div style="border: 1px solid #007bff; padding: 5px; margin-top: 10px;">Customer spends time to find new fashion clothes</div> </div>
<div style="background-color: #d4edda; padding: 5px; font-size: 0.8em; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div style="padding: 10px;"> <p>3. TRIGGERS TR</p> <p><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></p> <div style="border: 1px solid #007bff; padding: 5px; margin-top: 10px;">Seeing Neighbours Dressing Styles</div> </div>	<div style="background-color: #d4edda; padding: 5px; font-size: 0.8em; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div style="padding: 10px;"> <p>10. YOUR SOLUTION SL</p> <p><small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small></p> <div style="border: 1px solid #007bff; padding: 5px; margin-top: 10px;">Make a chatbot application and communicate with customers when collections arrive</div> </div>	
<div style="background-color: #d4edda; padding: 5px; font-size: 0.8em; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div style="padding: 10px;"> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p><small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</small></p> <div style="border: 1px solid #007bff; padding: 5px; margin-top: 10px;">Feeling Sad and Frustration > Selfconfidence</div> </div>	<div style="background-color: #d4edda; padding: 5px; font-size: 0.8em; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div style="padding: 10px;"> <p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small></p> <p>8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <div style="border: 1px solid #007bff; padding: 5px; margin-top: 10px;"> Online: Customers buy new clothes from factory or Dealer. Offline: Customers use the clothes for trial sometimes </div> </div>	