

## Project Design Phase-I

### Problem – Solution Fit

Date	19 September 2022
Team ID	PNT2022TMID05761
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

#### Problem – Solution Fit :

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

#### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

### Problem – Solution Fit

<b>DEFINE CS, FIT INTO CC</b>	<b>1. CUSTOMER SEGMENT</b> <span style="float: right;">CS</span> <ul style="list-style-type: none"> <li>• common man (12+years)</li> <li>• fashionista</li> <li>• celebrity</li> <li>• fashion stylist</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right;">CC</span> <ul style="list-style-type: none"> <li>• no cash or budget</li> <li>• network facilities</li> <li>• available devices</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right;">AS</span> <p>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</p>	<b>EXPLORE AS, DIFFERENTIATE</b>
<b>FOCUS ON J&amp;P, AP INTO BE, UNDERSTAND RC</b>	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right;">J&amp;P</span> <p>build a solution through which a user can directl do their online shopping based on their choice without any search by sing a 'chatbot'.</p>	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right;">RC</span> <p>customers with busy schedules, choose to shop online. they wish to be updated and try out the latest trends.</p>	<b>7. BEHAVIOUR</b> <span style="float: right;">BE</span> <p>1. Try fashion application other than what customers are currently using. 2. Go to various shops spending lots of time and energy which may or may not be a benefit to them</p>	<b>FOCUS ON J&amp;P, AP INTO BE, UNDERSTAND RC</b>
<b>IDENTIFY STRONG TR &amp; EM</b>	<b>3. TRIGGERS</b> <span style="float: right;">TR</span> <ul style="list-style-type: none"> <li>• offers</li> <li>• trendy cloths at cheaper price</li> <li>• return policy</li> <li>• chatbot that helps in recommendation</li> </ul>	<b>10. YOUR SOLUTION</b> <span style="float: right;">SL</span> <p>The solution is to build a chatbot that helps customers to recommend fashion products based on his/her choice without any search.</p>	<b>8. CHANNELS OF BEHAVIOUR</b> <span style="float: right;">CH</span> <p><b>8.1 ONLINE</b></p> <ul style="list-style-type: none"> <li>• Try fashion applications other than what customers are currently using</li> </ul> <p><b>8.2 OFFLINE</b></p> <ul style="list-style-type: none"> <li>• Go to various shops spending lots of time and energy which may or may not be a benefit to them.</li> <li>• Visit directly to places where particular products are meant for, i.e., for examples people visit Kanchipuram for Kanchipuram silk sarees</li> </ul>	<b>EXTRACT ONLINE &amp; OFFLINE CH OF BE</b>
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right;">EM</span> <ul style="list-style-type: none"> <li>• Disappointed &gt; Satisfied, after getting affordable fashion goods</li> <li>• Frustrated &gt; Contented, after seeing trendy, branded collections of desired products</li> </ul>			