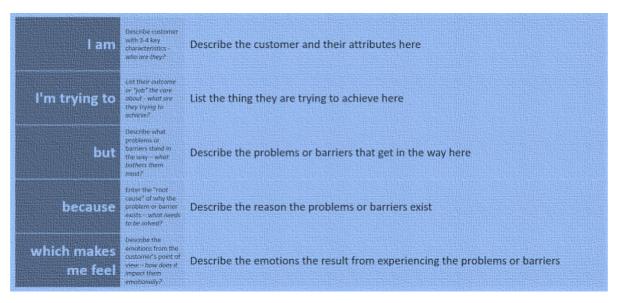
Ideation Phase Define the Problem Statements

| Date | 29 September 2022 | | |
|---------------|---------------------------------------|--|--|
| Team ID | 1659757349 | | |
| Project Name | Smart Fashion Recommender Application | | |
| Maximum Marks | 2 Marks | | |

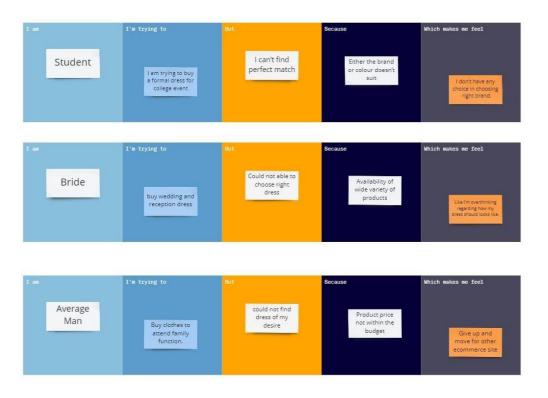
Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.



| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|---------------------------|---------------------------|---|--|---|---|
| PS-1 | l am a stude nt | I am trying tobuy a formal dress for college event | I can't find perf ect match | Either the brand or colour doesn't suit | I don't have any choice in choosing right brand. |
| PS-2 | l am a bride | Looking for wedding and reception dress | Could notable to choose right dress | Availabili tyof wide variety of products | Like I'm overthinking regarding how my dress should looks like. |
| PS-3 | l am an Average Man | Buy clothes toattend family function. | could not find dress of my desire | Product price not within the budget | Give up and move forother ecommerce site |



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