

**PROJECT DESIGN PHASE – I**  
**PROBLEM - SOLUTION FIT**

Date	26 September 2022
Team ID	PNT2022TMID22495
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

# Problem-Solution fit canvas 2.0

Define CS, fit into	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none"><li>Common man (12+ years)</li><li>Fashionista</li><li>Celebrity</li><li>Fashion Stylist</li></ul></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none"><li>No cash or budget</li><li>Network facilities</li><li>Available devices</li></ul></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><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><p>The solution provides smart recommender (chatbot), cool offers, and flexible return policies for easy shopping.</p></div>	Explore AS,	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><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'.</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>Customers with busy schedules, choose to shop online. They wish to be updated and try out the latest trends.</p></div>	<div>7. BEHAVIOUR<div>BE</div><ul style="list-style-type: none"><li>Try fashion applications other than what customers are currently using.</li><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></div>		Focus on J&P, tap into BE, understand
	<div>3. TRIGGERS<div>TR</div><ul style="list-style-type: none"><li>Offers</li><li>Trendy clothes at cheaper price</li><li>Return policy</li><li>Chatbot that helps in recommendation</li></ul></div> <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><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></div>	<div>10. YOUR SOLUTION<div>SL</div><p>The solution is to build a chatbot that helps customers to recommend fashion products based on his/her choice without any search.</p><p>It asks customers as many questions as it needed for better recommendation.</p></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE<ul style="list-style-type: none"><li>Try fashion applications other than what customers are currently using.</li></ul></div><div>8.2 OFFLINE<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></div></div>		