

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

- Customers of all ages.
- Customers of all body shapes.
- Customers of various skin colors.
- Customers looking for different styles.
- Style options based on budgets.
- Options that provide cultural diversity.

6. CUSTOMER CONSTRAINTS

CC

- Budget
- Reach
- Ideas
- Exposure
- Availability of diversity
- Network Availability

5. AVAILABLE SOLUTIONS

AS

- Generate combinations using the available options to create newer and diverse ideas.
- Recommend 1 or 2 options outside the given constraints to instill unique and interesting ideas.
- Suggest options from various cultures to bring a sense of unity in diversity among the different ethnicities of people.
- Suggest more Add-Ons' and fillers such as Hats, Sunglasses, Scarfs, Masks etc. to make new combinations all around.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS J&P

- Consider all possibilities of outfits and provide a variety of options for trying out.
- Make sure the recommendation process meets the criteria of requirements.
- Suggest different style options to bring out new interests in the customers.
- Avoid overperformance of style choices that may invoke repulsive intentions.

9. PROBLEM ROOT CAUSE RC

- Recommendations based on the information outside the user's requirements.
- Repeated suggestions of combinations that doesn't match the customer's style
- Lack of Options.

7. BEHAVIOUR BE

- If the application doesn't do a good job, the customers can report issues through the application's customer care page.
- Customers can make use of chatbots to raise issues and queries.

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| Identify strong TR & EM | 3. TRIGGERS TR <ul style="list-style-type: none"> Recommendations based on information outside the user's requirements. Repeated suggestions of styles that doesn't match the user's style. Lack of options. | 10. YOUR SOLUTION SL <ul style="list-style-type: none"> Store Massive pools of data and information for all types of combinations and requirements of the user. Block out certain types of combinations/styles from a customer's list of items (or) favorites and to not repeat that suggestion. Create a network of connections between styles that relate to each other even if in the slightest way to insinuate newer, different and unique ideas to the user. This could potentially initiate a new Trend among people. | 8. CHANNELS OF BEHAVIOUR CH | Identify strong TR & EM |
| | 4. EMOTIONS: BEFORE / AFTER EM Unsatisfied and Frustrated → Comfortable and Happy. | | 8.1 ONLINE <ul style="list-style-type: none"> Users can send feedbacks through the applications interface and get appropriate responses. They can also contact the authorities in charge and raise their issues. 8.2 OFFLINE <ul style="list-style-type: none"> Since the application is entirely software based and is online, there is not much assistance that the customer can receive offline. They can try out the new fashion outfits that they've identified on the application at a nearby local store and can get a decisive in person advice to fix they're choice and rock they're new look. | |