

I am

Fashionista

I'm trying to

Look for clothing  
recommendations

But

The  
recommendations  
are not accurate

Because

The datasets  
are limited

Which makes me feel

Disappointed

## SOLUTION FIT

<b>1. CUSTOMER SEGMENT</b> He/she is devoted follower of the latest fashion trends.	<b>2.JOBS-TO-BE-DONE</b> The recommendations that are generated are not accurate enough.	<b>3.TRIGGERS</b> Seeing their peers use an application that provides a more accurate and favored output.
<b>4.EMOTIONS:BEFORE/AFTER</b> <b>BEFORE</b> -Disappointed and dissatisfied. <b>AFTER</b> -Happy and satisfied.	<b>5.AVAILABLE SOLUTIONS</b> Going to an in-person store to look for more options instead of an online application	<b>6.CUSTOMER CONSTRAINTS</b> Lack of resources, low budget, transportation issue and lack of stores.
<b>7.BEHAVIOUR</b> <b>DIRECTLY RELATED</b> -Find an application that has a wider range of options or check for update in the current application to get better recommendations. <b>INDIRECTLY ASSOCIATED</b> -Customer visits fashion runways and exhibits frequently.	<b>8.CHANNELS OF BEHAVIOUR</b> <b>ONLINE</b> -Do research on what application works the best for their individual need for better satisfaction. <b>OFFLINE</b> -Goes to fashion related events to get a better understanding on fashion so that they don't need to rely on the application much.	<b>9.PROBLEM ROOT CAUSE</b> Customers have to keep updating with the ever growing technology where things get old or outdated easily.
<b>10.YOUR SOLUTION</b> Create an application with a primary goal to provide a better recommendations ie. provide many more datasets as training and testing set to get a more accurate result.		