

# Project Title: SMART FASHION RECOMMENDER APPLICATION

## Project Design Phase-I - Solution Fit Template

Team ID: PNT2022TMID23453

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> *Common people *Fashion architects *Celebrities *Fashion lovers	<b>6. CUSTOMER</b> *No cash and ease of payment Network facility *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 and they are limited to the resources.	<b>5. AVAILABLE SOLUTIONS</b> This system provides smart recommender (chatbot) where interaction between admin and user takes place, cool offers, and flexible return policies for easy shopping.	Explore AS, differen
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> A solution through which a user can directly purchase online based on their choice without any search by using a 'chatbot' for better experience	<b>9. PROBLEM ROOT CAUSE</b> Customers who are running their daily errands, choose to shop online. Trying out the latest trends would be easier here.	<b>7. BEHAVIOUR</b> Try fashion applications which understands the customer's pulse.. Spending a day for shopping doesn't help for most of the people.	

<b>3. TRIGGERS</b> *Offers *Return policies *Easy payment *Chatbot features for better interaction	<b>10. YOUR SOLUTION</b> Our solution provides a chatbot which can interact with the customers according to their wish and it recommends the products by analysing the customer's pulse.	<b>8. CHANNELS of BEHAVIOUR</b> Online: we can shop as we want and by our needs. Offline: Mostly the products are limited and we didn't have much choice.
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**4. EMOTIONS: BEFORE / AFTER**

EM

People feeling disappointed in offline shops if their desired products are not available.

Customers will feel overwhelmed in interacting with the chatbot.