

PROJECT DESIGN PHASE - I

PROBLEM SOLUTION FIT

Date	28 September 2022
Team ID	PNT2022TMID54054
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

Problem-Solution Fit canvas

Purpose / Vision

SMART FASHION RECOMMENDER APPLICATION

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Chatbot Shoppers who prefer the ease of contacting a chatbot to buy a product instead of search. Website shoppers who browse online to buy products. Discount seeking customers who often seek for discount in the product. 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> Website speed and search function. A quick finding of customer-related products. Reviews and ratings can distract customers. Customers cannot bargain. 	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <ul style="list-style-type: none"> FAQs to sort out queries of customers. Availability of refund and return option. Search for a specific product through the search bar. Showing similar products of the selected product. Category-wise product arrangement. 	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none"> The presence of a chatbot can help in asking and resolving customer queries. Customer review of a product. Availability of sort and filter options to show products relevant to customers. Showing a comparison between products. Showing products that are most relevant to them. Availability of refund and return policies. Track Order option. 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Network issue so that product could not load fast. Long delivery. Poor Tracking. Product research and cross shopping. During the festival, times may face network traffics and not-on-time delivery issue. May be slight variations in dresses on delivery than they ordered. Sometimes customer service is not available. 	7. BEHAVIOR + ITS INTENSITY BE <ul style="list-style-type: none"> Cross-check and compare with other sites. Purchase the product and write a review. Dispose goods and services over the internet. Monitoring and evaluation. Identify the issues. Searching for the best fashion and good product. Giving the best deals from sellers to customers. 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Easy return and refund policy. Time-consuming. Social proof and novelty. Through advertisements, the users are triggered. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> A chatbot will recommend products related to the shoppers' search. Get detailed information about the product and the product care. Availability of review and rating options to give their feedback about the product bought. Can compare products with various brands. To provide a fashion recommender filter that clears their fashion queries. And save the customer-related queries for future recommendation. 	8. CHANNELS of BEHAVIOR CH <div>ONLINE</div> <ul style="list-style-type: none"> Chat with chatbot. Buy products. Track and pay for the purchased products. <div>OFFLINE</div> <ul style="list-style-type: none"> In place search for a relevant shop. Search for products by walk. Purchasing and manual billing. Buy the products from the salesperson directly. 	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> Before: Want to buy products on huge rush and frequently ask the vendor to show more products. After: Anywhere anytime shopping and can easily see any number of products even if they don't buy. 			



Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. Designed by Daria Nepriakhina / ideahackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.

