Project Title: *Smart Fashion Recommender Application*   **Project Design Phase-I - Solution Fit Template**

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`
Who is your customer?
i.e. working parents of 0-5 y.o. kids

> The Customers are mostly Adults &Teens of age group between 15- 45.

6. CUSTOMER CONSTRAINTS   `CC`
What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

> Money and Network Connection

5. AVAILABLE SOLUTIONS   `AS`
Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

> When they have problem with choosing the preferred output
> Pros: Handy, Time constraint
> Cons: Frequent returns and repayment, Quality.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

> People find it hard to dress up according to changing trends.

9. PROBLEM ROOT CAUSE   `RC`
What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

> Customers need it due to the daily changing trends towards clothes .

7. BEHAVIOUR   `BE`
What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

> Customers spend time in searching for trendy, comfortable and preferred outfits on them.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS   `TR`
What triggers customers to act? i.e. seeing their neighbor installing solarpanels, reading about a more efficient solution in the news.

> Seeing neighbor Dressing Styles

4. EMOTIONS: BEFORE / AFTER   `EM`
How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

> Feeling insecure, sad and uncomfortable >Confident, Bright

10. YOUR SOLUTION   `SL`
If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.

> Make a Chatbot Assistant for shopping with customers and send notifications when new collections arrived

8. CHANNELS of BEHAVIOUR   `CH`
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

> ONLINE: They look into reviews before ordering for a dress.
> OFFLINE: Try them on before buying them.

Identify strong TR & EM