

Project Design Phase I

Problem Solution Fit

Date	30September2022
Team ID	PNT2022PMID25179
Project Name	Project-Smart Fashion Recommender Application
Maximum Marks	2 Marks

Problem Solution Fit:

1.CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none">• Entrepreneurs• Students• Baby Boomers• Yuppies	6.CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">• Cost• Benefits• Scope• Risks	5.AVAILABLE SOLUTIONS AS <ul style="list-style-type: none">• Beautiful UI with Material Design• Categories and Products with Search Menus• Push Notification• Responsive Admin Panel
2.JOBS TO BE DONE/PROBLEMS J&P <ul style="list-style-type: none">• Emotional Aspects• Functional Aspects• Personal Dimensions• Social Dimensions	9.PROBLEM ROOT CAUSE RC <ul style="list-style-type: none">• Virtual Challenge of Reality• Uncertainties with Security• Irregular Variety Moderation• Missing Product Information• Delay in Delivery of Products	7.BEHAVIOUR BE <ul style="list-style-type: none">• Discount Seekers• Need-based shoppers• Wandering customer• Impulse buyers• Attitude
3.TRIGGERS TR <ul style="list-style-type: none">• Encourage loyalty.• Incentivize customers..	10.OUR SOLUTION <ul style="list-style-type: none">• Product Management• Shopping Cart Development• Sales Reporting• Secure Payment Channel• Global Presence• Online Review System	8.CHANNELS of BEHAVIOUR CH <div>8.1 ONLINE<ul style="list-style-type: none">• Website• Software application</div> <div>8.2 OFFLINE<ul style="list-style-type: none">• Affiliates• Shopping malls</div>
4.EMOTIONS BEFORE/AFTER EM <ul style="list-style-type: none">• Tell a story• Build the moment• Loyalty		