

Project Design Phase-I Problem Solution Fit

Date	15 October 2022
Team ID	PNT2022TMID16701
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	2 Marks

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 style="border: 1px solid black; padding: 2px;"> 8.1 ONLINE <ul style="list-style-type: none"> • Website • Software application </div> <div style="border: 1px solid black; padding: 2px;"> 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 		