

## Project Design Phase-I Problem Solution Fit

Date	15 October 2022
Team ID	PNT2022TMID16701
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

<b>1.CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #ffcc99; padding: 2px;">CS</span> <ul style="list-style-type: none"> <li>• Entrepreneurs</li> <li>• Students</li> <li>• Baby Boomers</li> <li>• Yuppies</li> </ul>	<b>6.CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #ffcc99; padding: 2px;">CC</span> <ul style="list-style-type: none"> <li>• Cost</li> <li>• Benefits</li> <li>• Scope</li> <li>• Risks</li> </ul>	<b>5.AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #ffcc99; padding: 2px;">AS</span> <ul style="list-style-type: none"> <li>• Beautiful UI with Material Design</li> <li>• Categories and Products with Search Menus</li> <li>• Push Notification</li> <li>• Responsive Admin Panel</li> </ul>
<b>2.JOBS TO BE DONE/PROBLEMS</b> <span style="float: right; background-color: #ffcc99; padding: 2px;">J&amp;P</span> <ul style="list-style-type: none"> <li>• Emotional Aspects</li> <li>• Functional Aspects</li> <li>• Personal Dimensions</li> <li>• Social Dimensions</li> </ul>	<b>9.PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #ffcc99; padding: 2px;">RC</span> <ul style="list-style-type: none"> <li>• Virtual Challenge of Reality</li> <li>• Uncertainties with Security</li> <li>• Irregular Variety Moderation</li> <li>• Missing Product Information</li> <li>• Delay in Delivery of Products</li> </ul>	<b>7.BEHAVIOUR</b> <span style="float: right; background-color: #ffcc99; padding: 2px;">BE</span> <ul style="list-style-type: none"> <li>• Discount Seekers</li> <li>• Need-based shoppers</li> <li>• Wandering customer</li> <li>• Impulse buyers</li> <li>• Attitude</li> </ul>
<b>3.TRIGGERS</b> <span style="float: right; background-color: #ccffcc; padding: 2px;">TR</span> <ul style="list-style-type: none"> <li>• Encourage loyalty.</li> <li>• Incentivize customers..</li> </ul>	<b>10.OUR SOLUTION</b> <ul style="list-style-type: none"> <li>• Product Management</li> <li>• Shopping Cart Development</li> <li>• Sales Reporting</li> <li>• Secure Payment Channel</li> <li>• Global Presence</li> <li>• Online Review System</li> </ul>	<b>8.CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #ccffcc; padding: 2px;">CH</span> <div style="background-color: #ccffcc; padding: 2px; margin-bottom: 5px;">8.1 ONLINE</div> <ul style="list-style-type: none"> <li>• Website</li> <li>• Software application</li> </ul>
<b>4.EMOTIONS BEFORE/AFTER</b> <span style="float: right; background-color: #ccffcc; padding: 2px;">EM</span> <ul style="list-style-type: none"> <li>• Tell a story</li> <li>• Build the moment</li> <li>• Loyalty</li> </ul>		<div style="background-color: #ccffcc; padding: 2px; margin-bottom: 5px;">8.2 OFFLINE</div> <ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Shopping malls</li> </ul>