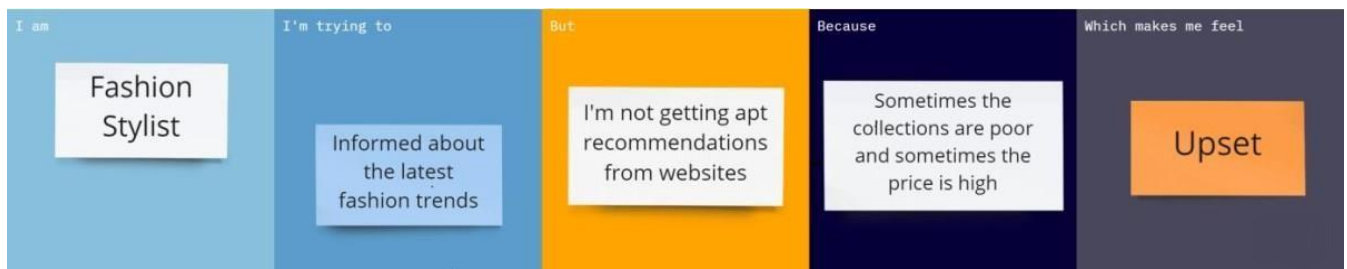


Ideation Phase

Define the Problem Statements

Team ID	PNT2022TMID11721
Project Name	Smart Fashion Recommender Application

Customer Problem Statements:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Common man	Buy clothes at cheap rate	Buying cheaper clothes at shops near me raises quality issues	At cheaper rate, unrecognized brand products are sold	Disappointed
PS-2	Fashionista	Buy trendy and branded clothes	Availability of desired products is not assured	The clothes are not up to my expectations	Frustrated
PS-3	Celebrity	Buy clothes like normal people	Due to paparazzi, I can't do so	Being a celebrity, people are curious about my personal life	My privacy is invaded
PS-4	Fashion Stylist	Informed about the latest fashion trends	I'm not getting apt recommendations from websites	Sometimes the collections are poor and sometimes the price is high	Upset