Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`
1) Fashion Stylists
2) People over the age of 16.
3) Fashionable people in general.

6. CUSTOMER CONSTRAINTS   `CC`
1) No cash or no budget
2) Online mode
3) Easy language understandin
4) Complexity to use the app
5) COD

5. AVAILABLE SOLUTIONS   `AS`
Help center according to regional and common language

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`
To build an application which gives fashion recommendations based on style, size, cost and preferred brands.

9. PROBLEM ROOT CAUSE   `RC`
1) Less number of choices when it comes to offline shopping.
2) The number of varieties are limited.
3) The ranges of products available in the shops are limited.

7. BEHAVIOUR   `BE`
1) Customer can check price range.
2) They have a wide array of choice between the products.

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

3. TRIGGERS   `TR`
1) Weekly offers
2) Gender based recommendation
3) Recommendations based on wishlist
4) Return and exchange policy
5) Chat bot recommendation.

10. YOUR SOLUTION   `SL`
To build a fashion recommendation application which gives recommendations based on style, size, cost and preferred brands.

8. CHANNELS of BEHAVIOUR   `CH`
8.1 ONLINE
Mixing and matching clothing online based on personal preferences and buying them.

8.2 OFFLINE

4. EMOTIONS: BEFORE / AFTER `EM`

Frustation over having to venture to physical stores due to a hectic life schedule/ Satisfaction over their subjective requirements

Go to every shop to find their preferred garments.