

Ideation Phase

Define the Problem Statements

Date	10/09/22
Team ID	PNT2022TMID40133
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
which makes me feel	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

Problem Statements for Smart Fashion Recommender Application

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a graduate	I'm trying to buy a formal dress for my upcoming Interview	I can't find an appropriate one as a set	When I choose a set others say that it is not the best/appropriate	Like I have no eye for choosing a formal clothes/ anything decent.
PS-2	I am a mother	I'm trying to buy a dress	I don't know how	I don't know the name/model of	Like give it up and buy a dress/cloth I

		for my daughter that she wants to buy	to search it up in online	the dress; I only know the person who wore it in a movie.	can think of or able to buy in a budget.
PS-2	I'm an average man	I'm trying to buy a set of branded clothes for a wedding function	I don't any brands that I can buy within my budget	It's my first time buying branded clothes, and I don't want to embarrass myself Infront of others	Like I'm overdoing and overthinking it, just because of a dress for a function.

Derived Problem Statement:

User needs a way to buy/to be recommended on clothes on online through all the products available in the platform so that they can save time on surfing through the internet/different platforms.