**Ideation phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 07/10/22 |
| Team ID | PNT2022TMI40162 |
| Project Name | Project – Retail Store Stock Inventory Analytics |
| 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.

Graphical user interface, text, application, email

Description automatically generated

**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 rich person | I’m trying to buy a organic product and good quality product | I can’t find an organic product sufficiently | Because organic products are produced less | Like I have no eye for choosing a normal product/choose good quality products |
| PS-2 | I am a poor person | I’m trying to buy products for daily needs | I don’t have enough money to buy the products | I don’t have enough income to buy all the products | Like don’t want to buy unnecessary products/as well the needed products in low cost |
| PS-3 | I’m children | I’m trying to buy a carrom board | I don’t know the exact size | It's my first time buying without my parents | Like I’m overdoing and overthinking it, just because of buying carrom board |

**Derived Problem Statement:**

User needs a way to buy/to be recommended on products store through all the products available in the platform so that they can save time on surfing through visiting the retail store.