

Project Design Phase-I

Problem Solution Fit

Team ID: PNT2022TMID17630

Project Title: Smart Fashion Recommendation Application

Define CS, fit into CC	1. <u>CUSTOMER SEGMENT(S)</u> CS	5. <u>CUSTOMER CONSTRAINTS</u> CC	8. <u>AVAILABLE SOLUTIONS</u> AS	Explore AS, differentiate
	<ul style="list-style-type: none">✓ Men✓ Women✓ Kids✓ Elderly	<ul style="list-style-type: none">✓ Product quality✓ Hidden cost✓ Cash budget✓ Application security✓ Network connection	<ul style="list-style-type: none">✓ Multiple contact option✓ Customer support system✓ FAQs or help pages✓ Cash on delivery✓ Reviews and rating option✓ Live chat with the seller	
Focus on J&P, tap into BE, understand RC	2. <u>JOBS-TO-BE DONE / PROBLEMS</u> J&P	6. <u>PROBLEM ROOT CAUSE</u> RC	9. <u>BEHAVIOUR</u> BE	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none">✓ Quality issues✓ Product delivery✓ Digital payment transaction✓ Unclear return and warranty policies✓ Fake products✓ Lack of physical examination	<ul style="list-style-type: none">✓ Customers do not get proper and timely information.✓ Product's price varies for different seller for the same type of product.✓ Lack of standard weight and measurement.✓ Delivery of duplicate or incorrect goods.	<ul style="list-style-type: none">✓ Send email to customer for order confirmation.✓ Quick to adapt to ensure that the customer have alternate payment methods.✓ Understand and update the likes of customer.✓ Social media platform to offer a direct and real time service.	

3. TRIGGERS**TR**

- ✓ Friends/Family using them.
- ✓ Recommended in app store.
- ✓ Ad in other application.
- ✓ Social media.
- ✓ Ad while browsing in the web.
- ✓ Online/ Offline ad.

4. EMOTIONS: BEFORE/ AFTER**EM**

- ✓ Achievement: People like the feeling of accomplishment. Personal status is a primary motivator for a purchase.
- ✓ Power: People have a natural desire to be better than others and outperform rivals.
- ✓ Fear: It refers to missing out on a good opportunity.
- ✓ Happiness: Customers love buying easy-to-use products that create pleasure in their lives and the sellers like profit.

7. YOUR SOLUTIONS**SL**

- ✓ Convenience is a top priority: consumers find convenient is the ability to browse an online store and check out as a guest.
- ✓ Easy access across all devices: Customers can use various devices such as desktop, a mobile or others without interruption. This multiple device experience is to be expected with personal details on the device the customers finalize their buying.
- ✓ Personalization: By analyzing the users' history, online retailers can offer products and services that a customer is more likely to be interested in

10. CHANNELS OF BEHAVIOUR**CH**

- ✓ ONLINE:
 - The customer can also compare prices with different stores.
 - Limited product quality standard.
 - Rely on the product details and reviews available on the site.
 - Manufacture and expiry date.
 - Continuous shopping.
- ✓ OFFLINE:
 - Check the goods personally and there is no scope of one getting disappointed with the quality of the product.
 - Instant use and no waiting period.
 - Lack of choices as physical stores have a limitation when it comes to the variety of product choices.