Project Design Phase-I Problem Solution Fit

Team ID: PNT2022TMID17630

Project Title: Smart Fashion Recommendation Application

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

5. CUSTOMER CONSTRAINTS



8. AVAILABLE SOLUTIONS

AS

- ✓ Men
- Women
- Kids
- ✓ Elderly

- ✓ Product quality
- ✓ Hidden cost
- Cash budget
- Application security
- ✓ Network connection

Explore AS, differentiate

- ✓ 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. JOBS-TO-BE DONE / **PROBLEMS**

J&P

- ✓ Quality issues
- Product delivery
- Digital payment transaction
- Unclear return and warranty policies
- Fake products
- ✓ Lack of physical examination

6. PROBLEM ROOT CAUSE

RC

- ✓ 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.

BEHAVIOUR

BE

- ✓ 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.

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

3. TRIGGERS

Identify strong TR & EM

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

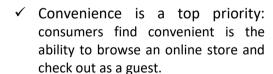
4. EMOTIONS: BEFORE/ AFTER

EM

TR

- ✓ 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 likes profit.

YOUR SOLUTIONS



SL

- ✓ 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

✓ 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.