

PROJECT DESIGN PHASE – I

PROBLEM - SOLUTION FIT

Team ID	PNT2022TMID11712
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

Define CS, fit into	<div>1. Customers Segment(S)<div>CS</div><ul style="list-style-type: none">Common man (12+ years)FashionistaCelebrityFashion Stylist</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none">No cash on budgetNetwork facilitiesAvailable devices</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Customers tries to purchase fashion products from local shops and other fashion apps where they spend a lot of time to get their desired products.</p><p>the solution provides smart recommended (chatbot), cool offers, and flexible retain policies for easy shopping.</p></div>	Explore AS,
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Build a solution through which a user can directly do their online shopping based on they choice without any search by using a 'chatbot'.</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>Customers with busy schedules, choose to shop online. They wish to be updated and try out the latest trends.</p></div>	<div>7. BEHAVIOUR<div>BE</div><ul style="list-style-type: none">fashion applications other than what customers are currently using.Go to various shops spending lots of time and energy which may or may not be a benefit to them.Visit directly to places where particular products are meant for, i.e., for examples people visit Kanchipuram for Kanchipuram silk sales.</div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><ul style="list-style-type: none">OffersTrends clothes at cheaper priceReturn policyChatbot that helps in recommendation</div>	<div>10. YOUR SOLUTION<div>SL</div><p>The solution is to build a chatbot that helps customers to recommend fashion products based on his/her choice without any search.</p><p>It asks customers as many questions as it needed for better recommendation.</p></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE<ul style="list-style-type: none">Many fashion applications other than what customers are currently using.</div><div>8.2 OFFLINE<ul style="list-style-type: none">Go to various shops spending lots of time and energy which may or may not be a benefit to them.Visit directly to places where particular products are meant for, i.e., for examples people visit Kanchipuram for Kanchipuram silk sales.</div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><ul style="list-style-type: none">Disappointed > Satisfied, after getting affordable fashion goodsFrustrated > Contented, after seeing trendy, brandedcollections of desired products</div>			