

Project Design Phase-I

PROBLEM - SOLUTION FIT

SMART FASHION RECOMMENDER APPLICATION

DATE	07 October 2022
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MARK	2 mark

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS i) Customer wanting to buy a good quality product in less time. ii) Customer who wants to create a personalized collections.	6. CUSTOMER CONSTRAINTS CC i) In-store shopping may consume more time, compared to online application. ii) Chatbot service will help the customer to figure out the right products.	5. AVAILABLE SOLUTIONS AS i) We are going to implement a chatbot, which will be helpful for users to choose their product quickly. ii) 3D model implementation makes better understanding of how the product will suit user.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P i) Working professionals couldn't spend much time on in-store shopping, hence this application might come in handy. ii) Can choose their product from the comfort of their home.	9. PROBLEM ROOT CAUSE RC i) This application might be useful for people who couldn't spare their time particularly for shopping. ii) Choosing product anywhere, anytime.	7. BEHAVIOUR BE i) You can do online shopping from any corner of the world. You only need to install an online shopping app on your android mobile phone, and you can enjoy shopping. ii) They offer great deals like happy hour sales or festive season sales, etc	
Identify strong TR & EM	3. TRIGGERS TR This application allows users to choose product from celebrity collections and imported ones.	10. YOUR SOLUTION CHATBOT: SL Instead of navigating to several screens for booking products online, the user can directly talk to Chatbot regarding the products. 3D MODEL: We can visualize ourselves as a 3D model, for the better understanding of how the product suits us.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Huge Selection, Variety of Products, Easy Checkout Process and Fast Delivery Options. 8.2 OFFLINE Some customers will go to stores just to be able to spend time with their loved ones.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM From Traditional wear to Western, all styles would be available for users.			