

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a student	I am trying to buy a formal dress for college event	I can't find perfect match	Either the brand or colour doesn't suit	I don't have any choice in choosing right brand.
PS-2	I am a bride	Looking for wedding and reception dress	Could not able to choose right dress	Availability of wide variety of products	Like I'm overthinking regarding how my dress should looks like.
PS-3	I am an Average Man	Buy clothes to attend family function.	could not find dress of my desire	Product price not within the budget	Give up and move for other ecommerce site

