

Ideation Phase

Define the Problem Statements

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|---------------|---------------------------------------|
| Date | 19 September 2022 |
| Team ID | PNT2022TMID14032 |
| Project Name | Smart Fashion Recommender Application |
| Maximum Marks | 2 Marks |

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Customer Problem Statement

| I am | I'm trying to | But | Because | Which makes me feel |
|----------|---------------------------------------|-----------------------------------|---------------------------------|---------------------|
| The user | Find Offers and Discounts | He/she missed offers | user doesn't remember | sad |
| The user | Assistant for finding Cloths | He/she doesn't have someone | Everyone is Busy Now | Lonely |
| The user | Avoid time on travel to Textile Shops | He/she doesn't have time | Traffic | Tired |
| The user | New Fashion cloths | Shop doesn't have new collections | Shops doesn't update collection | Frustrated |