

PROJECT DESIGN PHASE – I

PROBLEM - SOLUTION FIT

Date	26th September 2022
Team ID	PNT2022TMID09989
Project Name	Project-Smart Fashion Recommender Application
Maximum Marks	4 Marks

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> * Common man (12+ years) * Fashionista * Celebrity * Fashion Stylist 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> * No cash or budget * Network facility * 	5. AVAILABLE SOLUTIONS AS <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 recommender (chatbot), cool offers, and flexible return policies for easy shopping.</p>	Explore AS,
	Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS J&P <p>Build a solution through which a user can directly do their online shopping based on their choice without any search by using a 'chatbot'.</p>	9. PROBLEM ROOT CAUSE RC <p>Customers with busy schedules, choose to shop online. They wish to be updated and try out the latest trends.</p>	
Identify strong TR & EM		3. TRIGGERS TR <ul style="list-style-type: none"> • Offers • Trendy clothes at cheaper price • Return policy • Chatbot that helps in recommendation 	10. YOUR SOLUTION SL <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>	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE</p> <ul style="list-style-type: none"> • Try fashion applications other than what customers are currently using. <p>8.2 OFFLINE</p> <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 sarees.
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> • Disappointed > Satisfied, after getting affordable fashion goods • Frustrated > Contented, after seeing trendy, branded collections of desired products 			