

Project Design Phase-I Problem Solution Fit

Date	30 September 2022
Team ID	PNT2022TMID46938
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	2 Marks

Problem Solution Fit:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> • Chatbot Shoppers who prefer the ease of contacting a chatbot to buy a product instead of search. • Website shoppers who browse online to buy products. • Discount seeking customers who often seek for discount in the product. 	6. CUSTOMER LIMITATIONS CL <small>EG, BUDGET, DEVICES</small> <ul style="list-style-type: none"> • Website speed and search function. • A quick finding of customer-related products. • Reviews and ratings can distract customers. • Customers cannot bargain. 	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <ul style="list-style-type: none"> • FAQs to sort out queries of customers. • Availability of refund and return option. • Search for a specific product through the search bar. • Showing similar products of the selected product. • Category-wise product arrangement. 	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none"> • The presence of a chatbot can help in asking and resolving customer queries. • Customer review of a product. • Availability of sort and filter options to show products relevant to customers. • Showing a comparison between products. • Showing products that are most relevant to them. • Availability of refund and return policies. • Track Order option. 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> • Network issue so that product could not load fast. • Long delivery. • Poor Tracking. • Product research and cross shopping. • During the festival, times may face network traffics and not-on-time delivery issue. • May be slight variations in dresses on delivery than they ordered. • Sometimes customer service is not available. 	7. BEHAVIOR + ITS INTENSITY BE <ul style="list-style-type: none"> • Cross-check and compare with other sites. • Purchase the product and write a review. • Dispose goods and services over the internet. • Monitoring and evaluation. • Identify the issues. • Searching for the best fashion and good product. • Giving the best deals from sellers to customers. 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> • Easy return and refund policy. • Time-consuming. • Social proof and novelty. • Through advertisements, the users are triggered. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> • A chatbot will recommend products related to the shoppers' search. • Get detailed information about the product and the product care. • Availability of review and rating options to give their feedback about the product bought. • Can compare products with various brands. • To provide a fashion recommender filter that clears their fashion queries. • And save the customer-related queries for future recommendation. 	8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <ul style="list-style-type: none"> • Chat with chatbot. • Buy products. • Track and pay for the purchased products. <p>OFFLINE</p> <ul style="list-style-type: none"> • In place search for a relevant shop. • Search for products by walk. • Purchasing and manual billing. • Buy the products from the salesperson directly. 	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> • Before: Want to buy products on huge rush and frequently ask the vendor to show more products. • After: Anywhere anytime shopping and can easily see any number of products even if they don't buy. 			