

## Ideation Phase

### Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID12171
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

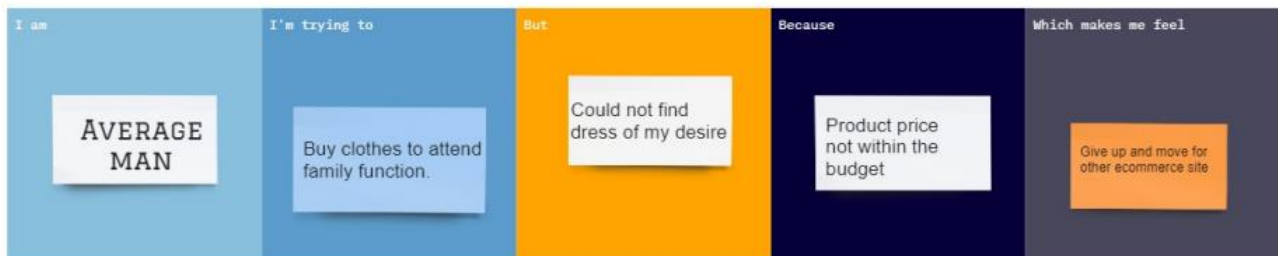
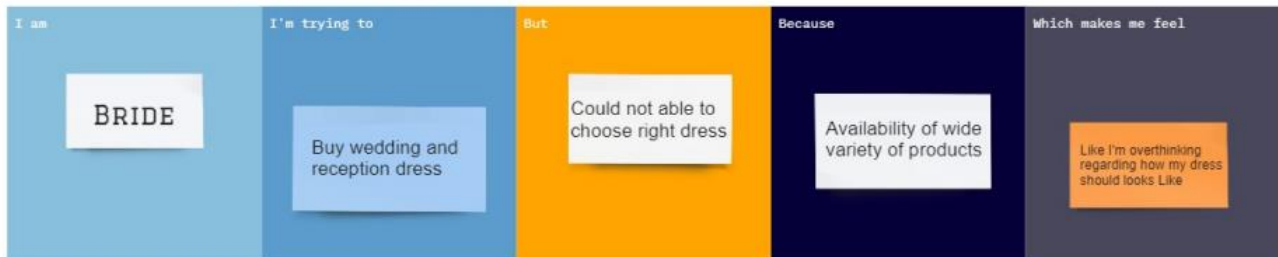
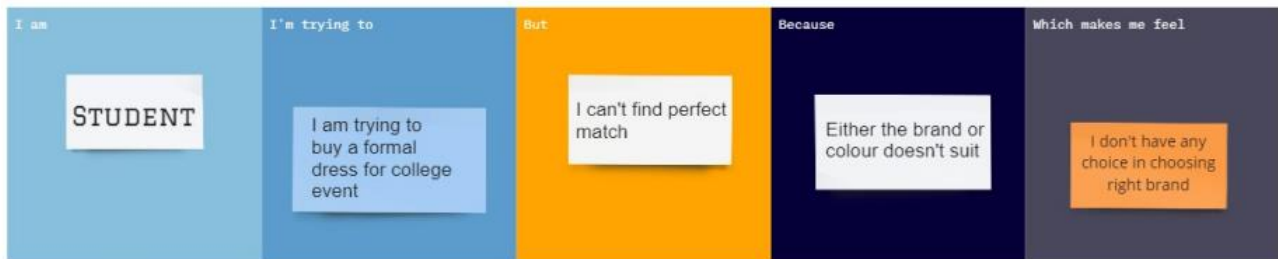
#### Customer Problem Statement Template:

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.

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

## Customer Problem Statement



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