

## Project Design Phase-I Problem-Solution Fit

Date	30 September 2022
Team ID	PNT2022TMID38770
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

### Problem-Solution Fit:

Define CS, fit into CL Focus on PR, tap into BE, understand RC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b>  The one who is looking for a fashion product to buy via online shopping platforms.	<b>6. CUSTOMER LIMITATIONS</b> <b>CL</b> <ul style="list-style-type: none"><li>✓ Navigation among screens</li><li>✓ Longer time to purchase</li><li>✓ Lack of time</li><li>✓ Unsatisfiable search results</li></ul>	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <ul style="list-style-type: none"><li>✓ User friendly interface</li><li>✓ Search bar option available, but this may or may not give appropriate results</li><li>✓ Enabling notification to notify in time of offers, but it needs to be done manually</li></ul>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <b>PR</b> <ul style="list-style-type: none"><li>✓ Navigating between various screens</li><li>✓ Numerous search results</li><li>✓ Emotional aspects</li><li>✓ Lots of unsolved queries</li></ul>	<b>9. PROBLEM ROOT / CAUSE</b> <b>RC</b> <ul style="list-style-type: none"><li>✓ Absence of AI application</li><li>✓ Insufficient data</li></ul>	<b>7. BEHAVIOR</b> <b>BE</b> <ul style="list-style-type: none"><li>✓ Move towards offline shopping</li><li>✓ Look for a better shopping site</li><li>✓ Won't promote online shopping to neighbours or friends or relatives</li><li>✓ Their choice may change</li></ul>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <b>TR</b> <ul style="list-style-type: none"><li>✓ All time customer service</li><li>✓ Customized search results</li><li>✓ Cost and time efficient</li><li>✓ Shopping in hands</li></ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"><li>✓ Online shopping based on customer choice without any search using chatbot</li><li>✓ 24/7 customer service</li><li>✓ Instant notification about offers and promotions</li><li>✓ Secure payment mode</li><li>✓ Collect customer feedback and rectify their queries at instant</li></ul>	<b>8. CHANNELS of BEHAVIOR</b> <b>CH</b>  <b>ONLINE</b> <ul style="list-style-type: none"><li>✓ Websites</li><li>✓ Social media</li></ul> <b>OFFLINE</b> <ul style="list-style-type: none"><li>✓ Shops</li></ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> BEFORE / AFTER <b>EM</b>  BEFORE : Frustrated, anxiety, decision fatigue AFTER : Contented			