Ideation Phase
Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID48338
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 Statements

Reference: https://miro.com/app/board/uXjVPR-2m2c=/?share_link_id=603347988234

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Social Media Influencer	purchase a latest fashion outfit	It doesn't suggests current trends and only show few latest outfits	she doesn't want to navigate around old fashioned products	Disappointed
PS-2	Busy Manager	To purchase a formal outfit for an important meeting with my higher officials	It takes more time to search for the right product	He doesn't want to waste time on searching casuals or any other themed outfits	Frustrated