

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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Problem Statements

I am	I'm trying to	But	Because	Which makes me feel
Student	Trying to buy outfits based on my interests on a website	The website's results are not so great	The Website shows results only based on the queries and doesn't consider Interest	Irritated

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 suggest 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