

## Project Design Phase - 1 – Problem Solution Fit

Project Title: Smart Fashion Recommender

Team ID: PNT2022TMID4532

<u>CUSTOMER SEGMENT:</u>	<u>CUSTOMER CONSTRAINT:</u>	<u>AVAILABLE SOLUTION:</u>
It exposes you to a variety of shopping options to choose from. You are no longer limited to the options provided by two or three stores in the market.	You cannot touch the product and feel how it is.	In smart fashion recommendations, you can do transactions anywhere at any time.

<u>JOBS TO BE DONE/PROBLEM:</u>	<u>PROBLEM ROOT CAUSE:</u>	<u>BEHAVIOR:</u>
To collect data about our visitors and leverage it to make better product suggestions and recommendations. Understanding customer inquiries, their needs, and preferences can allow you to personalize product pages and build customer loyalty and affinity.	Customer service will be available 24/7. Additional product customization options.	Reduces customer Frustration.

<u>TRIGGERS:</u>	<u>YOUR SOLUTION:</u>	<u>CHANNELS OF BEHAVIOR:</u>
Seeing hero's/heroine wearing new fashions	Provide all details about the recommended products and all other status information. Instead of navigating to several screens for booking products online, the user can directly talk to Chatbot regarding the products.	ONLINE: Search for latest outfit using AI bot assist and order online and have online payments that are stored. OFFLINE: Search for outfits available in the showroom. limited collections compared to online assisted by the human sales
<u>EMOTION BEFORE/AFTER:</u>		
Took longer time to process and respond to the query. Outfit a person wear increase the confidence level and the image of the person.		