**Ideation Phase**

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| --- | --- | --- | --- | --- | --- |
| **Problem**  **Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me**  **feel** |
| PS-1 | here to find the best choices and  recommendations  in fashion | make smart choices with clothing | I'm not aware of credible products and vendors,  and  unsure if it is a | The product may be wrong, damaged, of poor quality or not a longterm choice | Hesitant to shop online, or expand my horizon on various brands and businesses |

**Define the Problem Statements**

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  | suitable pick |  |  |
| PS-2 | A customer wanting to find economically feasible clothing brands for various occasions | find good quality product for decent costs | I'm unable  to find good brands with a variety | The search option accumulates only the top brands | impatient to navigate suitable product list |
| PS-3 | A consumer wanting themebased products | curate an outfit | I cannot find the right tags to pull up a product | They don't follow a standard convention | Restricted |

