Project Title: SMART FASHION RECOMMENDER APPLICATION

Project Design Phase-I - Solution Fit Template

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Define CS, fit into CC

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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1. CUSTOMER SEGMENT(S) `CS`

- Demographic segmentation looks at single variables that make your customers who they are on a societal level and then groups them together.

6. CUSTOMER CONSTRAINTS `CC`

- Unclear scope of the chatbot and/or too broad purposes of its utilization.
- Lack of customer perspective in building the chatbot.

5. AVAILABLE SOLUTIONS `AS`

- They help you get to know your customers.
- Customer service at any time.
- They help optimize costs.
- They improve customer satisfaction

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- Message Interpreting.
- Machine to human transition.
- Personalization.
- Chatbot style.
- Data gathering

9. PROBLEM ROOT CAUSE `RC`

- Chatbots have limited responses.
- They're not often able to answer multi-part questions or questions that require decisions.
- This often means your customers are left without a solution, and have to go through more steps to contact your support team
- Hence increases initial installation cost unlike human beings.

7. BEHAVIOUR `BE`

- Automate your website support.
- Chatbots handle refunds & exchange requests efficiently.
- Bots help in order confirmation & track shipping.
- Handle internal help desk.

3. TRIGGERS `TR`

- Triggers are subscribers' actions or keywords sent in their messages.

4. EMOTIONS: BEFORE / AFTER `EM`

- Emotional chatbots are computer programs designed to simulate conversation with human users. Research shows that most customers still prefer human support over AI

10. YOUR SOLUTION `SL`

- At the most basic level, a chatbot is a computer program that simulates and processes human conversation.
- Allowing humans to interact with digital devices as if they were communicating with a real person.
- Automate interactions with prospects and customers, either on your website or in your app, for the purpose of generating sales.

8. CHANNELS of BEHAVIOUR `CH`

- **ONLINE**
  Chatbots use conversational marketing to engage customers.
- **OFFLINE**
  They can quickly qualify leads before redirecting them to the appropriate next steps