Project Title: Smart Fashion Recommender
Project Design Phase-I - Solution Fit Template   **Team ID:** PNT2022TMID34024

1. CUSTOMER SEGMENT(S)   `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Millioners looking for the trendiest in latest fashion.College gh school and middle school age ofessionals in search of trendy clothing at an affordable price for themselves and their children.

6. CUSTOMER CONSTRAI...

What constraints prevent your custo... of solutions? i.e. spending power, bu... devices.

Significant investments ne... concerns.

Focus on J&P tap into BE, understand RC

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

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Jobs to be done is a theory of consumer action. It describes the mechanisms that cause a consumer to adopt an innovation.

9. PROBLEM ROOT CAUSE   `RC`

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Root cause analysis is the process of discovering the root causes of problems in order to identify appropriate solutions.

7. BEHAVIOUR

What does your custo... does?

i.e. directly related (fo... indirectly associated (... consequence)

Sp... vis...

Identify strong TR & EM

3. TRIGGERS

`TR`

What triggers customers to act?
i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

 A Trigger is an event that causes a buyer to have a clear need.which usually converts into a sense of purpose and urgency in their buying process.

4. EMOTIONS: BEFORE / AFTER

`EM`

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

When a customer calls with a poor product quality complaint,it's important to ask the customer questions about the product and identify the major issues.

10. YOUR SOLUTION

`SL`

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Boost your algorithm using model size.Ditch your user-based collaborative filtering model

8. CHANNELS of BEHAVIOUR

`CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Help your customers feel secure.Cybersecurity is more important now than ever and secure card processing matters.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and

use them for customer development.

Bring the best of your social mediacontent-reviews,announcements,comm unity discussion-offline.