**Project Title: Smart Fashion Recommender Application Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID37477

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

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking.

* Consumers have to file a complaint with the website’s customer care.
* Switching on to another application.

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

What constraints prevent your customers from taking action or limit their choices

of solutions? i.e. spending power, budget, no cash, network connection, available devices.

* Proper internet connection.
* An mobile.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

User of that Application and the people who are into online shopping.

**Explore AS, differentiate**

**Define CS, fit into CC**

i.e. directly related: ﬁnd the right solar panel installer, calculate usage and beneﬁts; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

* Consumers have to file a complaint with the website’s customer care.

**RC**

**9. PROBLEM ROOT CAUSE**

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.

* no guarantee of a product’s quality.
* Products are often lost or damaged while in transit.
* there are payment failures due to website’s server error, payment gateway error or issues with One Time Password (OTP).

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

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

* Poor knowledge about the application.
* Poor internet connection.
* Proper installation of the application.
* Fake Product review.
* Lack of Personalisation.
* Not having a flexible return policy.
* Too complex check-out process.

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**Identify strong TR & EM**

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| --- | --- | --- | --- | --- |
| **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.   * Desire * Trust * Stickiness * Ease | **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.   * Embedding an recommender engine. * Developing an best UI. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * Install the app and scroll over the products and place it.   1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.   * Switch over different shops and get the desired products. |  |
| **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.   * Product Quality issues. * Feeling insecured. * Extra hidden charges. * Delayed Delivery. |