

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID37472
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

Problem – Solution Fit:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- Users find it difficult to choose their product, here the bot will assist user in receiving product recommendation.
- To reduce search time, from the user interaction with bot, the similar product will be displayed based on user's requirements.
- The implemented 3D model will help user to decide how the product will look on them.
- This would be a one stop solution for all kinds of users.

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS i) Customer wanting to buy a good quality product in less time. ii) Customer who wants to create a personalized collections.	6. CUSTOMER CONSTRAINTS CC i) In-store shopping may consume more time, compared to online application. ii) Chatbot service will help the customer to figure out the right products.	5. AVAILABLE SOLUTIONS AS i) We are going to implement a chatbot, which will be helpful for users to choose their product quickly. ii) 3D model implementation makes better understanding of how the product will suit user.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P i) Working professionals couldn't spend much time on in-store shopping, hence this application might come in handy. ii) Can choose their product from the comfort of their home.	9. PROBLEM ROOT CAUSE RC i) This application might be useful for people who couldn't spare their time particularly for shopping. ii) Choosing product anywhere, anytime.	7. BEHAVIOUR BE i) You can do online shopping from any corner of the world. You only need to install an online shopping app on your android mobile phone, and you can enjoy shopping. ii) They offer great deals like happy hour sales or festive season sales, etc	
Identify strong TR & EM	3. TRIGGERS TR This application allows users to choose product from celebrity collections and imported ones.	10. YOUR SOLUTION SL CHATBOT: Instead of navigating to several screens for booking products online, the user can directly talk to Chatbot regarding the products. 3D MODEL: We can visualize ourselves as a 3D model, for the better understanding of how the product suits us.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Huge Selection, Variety of Products, Easy Checkout Process and Fast Delivery Options.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM From Traditional wear to Western, all styles would be available for users.		8.2 OFFLINE Some customers will go to stores just to be able to spend time with their loved ones.	