Project Design Phase-I
Problem Solution Fit

Date	30 September 2022
Team ID	PNT2022TMID46938
Project Name	Project - Smart Fashion Recommander Application
Maximum Marks	2 Marks

Problem Solution Fit:

1.CUSTOMER SEGMENT(S)	CS	6.CUSTOMER CONSTRAINTS	CC	5.AVAILABLE SOLUTIONS	AS
• Entrepreneurs • Students • Baby Boomers • Yuppies		• Cost • Benefits • Scope • Risks		• Beautiful UI with Material Design • Categories and Products with Search Menus • Push Notification • Responsive Admin Panel	

2.JOBS TO BE DONE/PROBLEMS	J&P	9.PROBLEM ROOT CAUSE	RC	7.BEHAVIOUR	BE
• Emotional Aspects • Functional Aspects • Personal Dimensions • Social Dimensions		• Virtual Challenge of Reality • Uncertainties with Security • Irregular Variety Moderation • Missing Product Information • Delay in Delivery of Products		• Discount Seekers • Need-based shoppers • Wandering customer • Impulse buyers • Attitude	

3.TRIGGERS	TR	10.OUR SOLUTION		8.CHANNELS of BEHAVIOUR	CH
• Encourage loyalty. • Incentivize customers..		• Product Management • Shopping Cart Development • Sales Reporting • Secure Payment Channel • Global Presence • Online Review System		**8.1 ONLINE** • Website • Software application	
4.EMOTIONS BEFORE/AFTER EM • Tell a story • Build the moment • Loyalty				**8.2 OFFLINE** • Affiliates • Shopping malls	