

**Project Title:** Smart Fashion Recommender Application  
**Project Design Phase-I - Solution Fit Template**  
**Team ID:** PNT2022TMID54398

Define CS, fit into CC	<div><div><div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Customers are youngsters and Adults.</div></div></div></div>	<div><div><div>6. CUSTOMER CONSTRAINTS<div>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.</div><div>Budget, Network connection, Updated devices</div></div></div></div>	<div><div><div>5. AVAILABLE SOLUTIONS<div>Which solutions are available to the customers when they face the problem  or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to</div><div>Online shopping gives New Collections and easy product searching Pros: Easy to use Cons: customer confused when have lost of collections</div></div></div></div>	Explore AS, differentiate
	<div><div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides</div><div>Users feels hard to find best offer and the product.</div></div></div></div>	<div><div><div>9. PROBLEM ROOT CAUSE<div>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</div><div>Customers need to be with new fashions for current trends.</div></div></div></div>	<div><div><div>7. BEHAVIOUR<div>What does your customer do to address the problem and get the job done?  i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work</div><div>Customers spend the time just scrolling and getting Addicted. Finding the new fashion clothes is difficult.</div></div></div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

### 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.

Seeing the actress who wears fascinating dress

### 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.

Felling Sad and Frustration > Self confident is broken .

### 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.

Make an interface that helps finding the current trend and a chat assistant and AI system to find the matching cloths Assistant for shopping with customers and send notifications when new collections arrive.

### 8. CHANNELS of BEHAVIOUR

CH

#### 8.1 ONLINE

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

#### 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

ONLINE: Customers buy the new clothes  
OFFLINE: Customers will use the clothes