Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

IN CUSTOMER SEGMENTATION WE ARE DIVIDING THE COMSUMERSINTO DIFFERENT CATEGORIES BASED ON DISTINGUISHING CHARACTERISTICS.

1. **GENDER BASED SEGMENTS**
2. **AGE RELATED SEGMENTS**
3. **GEOGRAPHIC SEGMENTS**
4. **LIFE STYLE BASED SEGMENTS**

6. CUSTOMER CONSTRAINTS — CC

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.

1. **SIMPLE RECOMMENDERS**
2. **CONTENT-BASED RECOMMENDERS**
3. **COLLOBRATIVE RECOMMENDERS**
4. **HYBRID RECOMMENDERS**

5. AVAILABLE SOLUTIONS — AS

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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

TITLE
1) A Review on the Literature of Fashion Recommender System.

2) Fashion Recommendation Systems, Models and Methods A review

3) Content Based Apparel Recommendation System for Fashion Industry

4) A Review on Clothes Matching and Recommendation Systems based on user Attribute

Explore AS, differentiate

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:

1) **COLLECTION OF DATA**
   (INPUT OF IMPLICIT FEEDBACK
   INPUT OF EXPLICIT FEEDBACK
   INPUT OF HYBRID FEEDBACK)
2) **LEARNING PHASE**
3) **RECOMMENDATION PHASE**

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.

1) **SHOP BREAKAGES**
2) **POOR QUALITY OR INCOMPLETE**
3) **MISLEADING PRICE OR ADVERTISING**
4) **INACCURATE PRODUCTS**

7. BEHAVIOUR — BE

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 (i.e. Greenpeace)

1) **Behavior encompasses the entire spe- ctrum related to clothing, that is clothing choice criteria's, clothing interests, selection of clothes, views about clothing, clues collected.**

2) **Imparted from clothing worn, practices followed during purchase and purchase decision, appearance and management.**

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

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.

SMART FITTING ROOM CAN OFFER A TOUCHSCREEN DISPLAY(FITTED WITH COMPUTER/MOBILE VISION CAMERA)

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.

1) **JOY**
2) **TRUST**
3) **BELONGINGS**

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.

1) **It enables human knowledge and human emotions on garment design to be extracted, formalised, updated and applied to recommendations.**
2) **The proposed system originally combines all three factors of fashion design (style, colour and material), enabling more complete design solutions to be obtained, which can be easily evaluated by non-professional consumers.**

8. CHANNELS of BEHAVIOUR — CH

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

Understanding the mechanisms of virtual shopping and the behavior of the online consumer is a priority issue for practitioners competing in the fast expanding virtual marketplace.

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

Offline consumer buying behavior refers to the buying behavior of the ultimate consumer who prefers to visit traditional stores or contact salesman/use magazines/newspapers/telephonic media for buying any product/service.

Extract online & offline CH of BE