1. **CUSTOMER SEGMENT(S)**

Purpose / Vision

**CS**

**6. CUSTOMER CONSTRAINTS**

**CC**

**5. AVAILABLE SOLUTIONS**

**AS**

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**

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**

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

Which jobs-to-be-done (or problems) do you address for your customers?

**J&P**

**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists?

**RC**

1. **BEHAVIOUR**

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

**BE**

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)**

1. **LEARNING PHASE**
2. **RECOMMENDATION PHASE**

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**

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.**
3. **TRIGGERS**

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the news.

**TR 10. YOUR SOLUTION**

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.

**SL**

1. **CHANNELS of BEHAVIOUR**

# ONLINE

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

**CH**

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

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.**

**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.**

1. **EMOTIONS: BEFORE / AFTER**  **EM**



**PROJECT TITLE:SMART FASHION RECOMMENDATION SYSTEM PROJECT DESIGN PHASE 1-SOLUTION FIT**

**TEAM ID: PNT2022TMID50137**

**Explore AS, differentiate**

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

**Extract online & ofﬂine CH of BE**

**Identify strong TR & EM**

**Deﬁne CS, ﬁt into CC**

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

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**

* + 1. **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.**

# 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.**

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