

Project Design Phase I - Solution Fit Template

PROJECT TITLE : SMART FASHION RECOMMENDER APPLICATION

TEAM ID : PNT2022TMID32930

<p>1.CUSTOMER SEGMENT(S)</p> <p>Customer segmentation is the process of dividing customers into groups based on common characteristics so companies can market to each group effectively and appropriately.</p>	<p>6.CUSTOMER CONSTRAINTS</p> <p>As smart clothing market is two-sided one, there are two groups of barriers to adoption of smart garments. On one hand, companies launch products that give personal data to the wearer, on the other hand, gather and analyze big data that perform commercial value.</p>	<p>5.AVAILABLE SOLUTIONS</p> <p>A growing number of technology companies and fashion brands are operating in the smart clothing market. Moreover, the number of brands expected to join them is on the rise, now that the smart clothes concept has become popular.</p>
<p>2.JOBS-TO-BE-DONE / PROBLEMS</p> <p>The unit of analysis is no longer the customer or the product, it's the core functional "job" the customer is trying to get done. Customers aren't buyers, they are job executors.</p>	<p>9.PROBLEM ROOT CAUSE</p> <p>A Product Testing Netherlands routinely supports manufacturing organisations by addressing complex and urgent identification issues related to particulate matter, Foreign matter, unknown particles, and impurities detected in a controlled manufacturing process.</p>	<p>7.BEHAVIOUR</p> <p>Clothing behavior encompasses the entire spectrum related to clothing, that is clothing choice criteria's, clothing interests, selection of clothes, views about clothing, clues collected and imparted from clothing worn, practices followed during purchase decision, appearance management.</p>
<p>3.TRIGGERS</p> <p>A Trigger is an event that causes a buyer to have a clear need, which usually converts into a sense of purpose and urgency in their buying process.</p> <p>4.EMOTIONS</p> <p>A Polish designer has launched a clothing collection that change colour depending on your body temperature, stress levels, movements, and even emotions.</p>	<p>10.YOUR SOLLUTIONS</p> <p>This company trade reports majorly contain, Market analysis, price analysis, port analysis and trading partners. By subscribing to the report you can check, product type, Hs codes, Indian ports, price and trading partners and countries.</p>	<p>8.CHANNELS BEHAVIOUR</p> <p>8.1 ONLINE</p> <p>One of the attack weapons in the marketing process in the same way as advertising, merchandising and product design.</p> <p>8.2 OFFLINE</p> <p>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.</p>