Project Design Phase I - Solution Fit Template

PROJECT TITLE : SMART FASHION RECOMMENDER APPLICATION   **TEAM ID :** PNT2022TMID49899

1.CUSTOMER SEGMENT(S)	6.CUSTOMER CONSTRAINTS	5.AVAILABLE SOLUTIONS
Customer segmentation is the process of dividing customers into groups based on common characteristics so companies can market to each group effectively and appropriately.	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.	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.

2.JOBS-TO-BE-DONE / PROBLEMS	9.PROBLEM ROOT CAUSE	7.BEHAVIOUR
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.	A Product Testing Netherlands routinely supports manufacturing organisations by addressing complex and urgent identification issues related to particulate matter, Foreign matter, unknownparticles,and impurities detected in a controlled manufacturing process.	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.

3.TRIGGERS	10.YOUR SOLLUTIONS	8.CHANNELS BEHAVIOUR
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.	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.	**8.1 ONLINE** One of the attack weapons in the marketing process in the same way as advertising, merchandising and product design. **8.2 OFFLINE** 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.
4.EMOTIONS A Polish designer has launched a clothing collection that change colour depending on your body temperature, stress levels, movements, and even emotions.		