

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID51645
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I'm a bride	Looking for bridal gowns	Its really hard to choose	Availability of wide amount of products	I think I wanna try all gowns
PS-2	I'm a groom	Looking for suits	Confusion in which one to select	Availability of wide amount of products	May be I can shop in other websites
PS-3	I'm a student	Trying to find some formal wears	I really don't trust	Some bad reviews of customers	I'm gonna shop traditionally

			online shopping sites	makes me feel so	
PS-4	I'm a normal man	Trying to find some hoodies	Can't find some solid colours I'm looking	I need solid colour I'm looking for	Moving to other websites