PROJECT DESIGN PHASE-I
PROBLEM – SOLUTION FIT

Date	122 October 2022
Team ID	PNT2022TMID50535
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that we have found a problem with our customer and that the solution we have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

Purpose:

- ❑ Solve complex problems in a way that fits the state of your customers.
- ❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ❑ Increase touch-points with your company by finding the right problem-behavior fit andbuilding trust by solving frequent annoyances, or urgent or costly problems.
- ❑ **Understand the existing situation in order to improve it for your target group.**

1.CUSTOMERSEGMENT(s)   CS

1. Both men and women

2. Kids

Define CS, fit into

6. CUSTOMER CONSTRAINTS   CC

1. Limitation for delivery of a product (time &date).
2. Applicable for all persons.
3. Follow a recommended products.
4. Users feel unsure for sharing and exploring because of privacy leaks
5. Doubtful about the original price of the product
6. Users feel that varied product colour or cloth material may get delivered

5. AVAILABLE SOLUTIONS   AS

1. Check wether it is original or fake product.
2. Choose the correct products for your(user)needs.
3. To see the rating and reviews of the product before buy it
4. Availability of privacy protection password and high security
5. Extraction of best and suitable products with original price
6. Updating all the proper product information under each product

Explore AS,

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2. JOBS-TO-BE-DONE / PROBLEMS   J&P

To recommend suitable products for the user

Focus on J&P, tap into BE,

9. PROBLEM ROOT CAUSE   RC

Users are in need of these kind of solutions because

1. Users find it difficult to search products that are suitable for them.

2. Users find it difficult to find optimized matching pair of clothes taking into account intricate details like style,patterns,colours,textures etc.

7. BEHAVIOUR   BE

1. Find the user's need of product.
2. Find the user's interest
3. Recommend the user with suitable products of their need

Focus on J&P, tap into BE,

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3. TRIGGERS   TR

The buyers are triggered when adding a free gift or sample with a purchase and advertise it right on the page and also when their friend or neighbour buy a new product.

4. EMOTIONS: BEFORE / AFTER   EM

Before:
1. Feels doubtful and unsure
2. Confused

After:
1.Immediate
2.Satisfaction.

Identify strong TR & EM

10. YOUR SOLUTION   SL

1.A user friendly application
2.Interaction with chatbots.
3.Engage customers.

8. CHANNELS of BEHAVIOUR   CH

ONLINE

Best channels are:
1. Instagram
2. Youtube
3. Website.

OFFLINE
It is difficult to increase the scalability (n number of user to million users).

Extract online & offline CH of BE